

INDUSTRIAL TRAINING Report

Company: HONDA Malaysia Sdn. Bhd.

Prepared By:
Khairunisa A.Karim

Prepared For:
Ms. Fariha Aiza Binti Ramly



SURAT KEBENARAN

Tarikh : 10/1/2025

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

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

**KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI
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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	Khairunisa A. Karim		
No. Matriks	2022961945	Nama Program	BA243
Tajuk Laporan	Laporan Latihan Industri	Nama Syarikat	Honda Malaysia 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 : Siti Noor Aisyah binti Amran

Jawatan : Senior Executive

No. Tel. :

No. Faks :

Cop jabatan/organisasi:

Honda Malaysia Sdn. Bhd.
(Company No: 532120-D)
Hicom Industrial Park Pegoh, P. O. Box 70,
78000 Alor Gajah, Melaka, Malaysia
Tel : +60 (6) 559 1500
Fax : +60 (6) 559 1515

EXECUTIVE SUMMARY

My unforgettable and eye-opening six-month industrial training begins here at Honda Malaysia Sdn. Bhd. I was chosen among other applicants to do my internship at Honda Malaysia Sdn. Bhd. It was a very overwhelming and excited experience for me. I was placed as an intern in the Industrial Union and Relations (IUR) section. I have four members in my team which include a senior executive, an executive, a clerk and also an intern. I learned a lot of things such as drafted letters, key in the latecomer data, join meetings and supporting HR few HR events that were conducted by the HR Department. As an intern, I believe that by supporting other sections events, I'll be able to expand my knowledge and gained variety of experiences. Honda Malaysia Sdn. Bhd. gave that chance to me.

For my report, I had to do a SWOT Analysis consists of four components which are Strengths, Weaknesses, Opportunities and Threats. After I came out with the SWOT analysis, I had to provide solutions for every one of the components. It was challenging but nothing can beat you once you set your mind to it.

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ACKNOWLEDGEMENT

I want to start by praising and thanking Allah swt. for his blessings, which enabled me to successfully complete my practical training report. I want to sincerely thank Miss Fariha Aiza binti Ramly, my advisor, for all of her help, encouragement, and support. She was really helpful to me during my practical training experience. It's difficult to think of a more suitable mentor and advisor for my hands-on training experience at Honda Malaysia Sdn. Bhd. Additionally, I would like to thank my team and my supervisor at Honda Malaysia Sdn. Bhd. for their many assistances in ensuring that I had a positive experience during my practical training. In addition, I want to express my gratitude to my friends for their encouragement and support, which make it possible for me to successfully wrap up my practical training. I couldn't have done what I completed during my practical training here without them. Finally, I would like to express my gratitude to my parents for their sacrifices, affection, and prayers. They helped me with all I needed to do and got up early to drop me off at work. I would want to express my gratitude to everyone who assisted me in finishing my practical training.

STUDENT'S PROFILE

KHAIRUNISA A.KARIM



SUMMARY

I'm a committed final-year student at Universiti Teknologi Mara (UiTM) working towards an honours bachelor's degree in human resource management. I'm always searching for challenging opportunities to work as an intern in a progressive company in order to polish my skills and get priceless experience. As a student at UiTM, I developed my experience working both alone and collaboratively. In Malacca, I took on positions as a receptionist and promoter. Last but not least, I'm prepared to challenge myself to work outside of my comfort zone.

WORK EXPERIENCE

Receptionist (Abra Amirin Agency, Malacca)

July 2019 - May 2024

- Receiving visitors at the front desk by greeting, welcoming, and directing them properly.
- Answering screening and forwarding incoming phone calls
- Provide basic and accurate information in-person and via phone/email

Promoter (Young Heart, Malacca)

Mar 2019 - June 2019

- Demonstrating and providing information on promoted products/services
- Distribute product samples, brochures, flyers
- Engage with potential customers, explaining product features, benefits, and unique selling points.

Internship at Honda Malaysia Sdn. Bhd. – Human Resources Department (Industrial & Union Relations)

Aug 2024 - Jan 2025

- Drafted and issued letters for abscondment and disciplinary cases
- Entered and compiled documentation for abscondment, disciplinary actions, domestic inquiries, and grievance processes into the HR system
- Designed and created compliance and awareness posters to enhance workplace understanding of policies
- Assisted in few events conducted by HR Department such as HR Forum, PERKESO Briefing, Health Awareness Day and HSP Program

EDUCATION

Bachelor of Human Resource Management with Honours

March 2022 - Current

University Teknologi Mara (UiTM) Bandaraya Melaka

- CGPA 3.26

Diploma in Office Management and Technology

July 2019 - Feb 2022

Universiti Teknologi Mara (UiTM) Alor Gajah

- CGPA 3.61

Sijil Pelajaran Malaysia

Jan 2014 - Dec 2018

Sekolah Menengah Kebangsaan Ghafar Baba, Melaka

- 3As, 1B+, 1B, 3Cs

STUDENT'S PROFILE

ACHIEVEMENT

- Vice Chancellor's Award (2019-2022)
- Being awarded a silver award for the International Teaching Aid Competition (2023)

SKILLS

- Microsoft Offices (Word, Powerpoint, Excel) - Excellent
- Canva - Intermediate
- IBM SPSS Statistics - Intermediate

LANGUAGE

- Malay - Proficient (Speaking, Writing, Reading)
- English - Intermediate (Speaking, Writing, Reading)
- Chinese - Beginner (Speaking, Writing, Reading)

ADDITIONAL INFORMATION

MYATIM AMAL: JALINAN KASIH

- Participated in Corporate Social Responsibility (CSR) at Lembaga Pengurusan & Kebajikan Anak Yatim Miskin (PAYASUM)

BE MENTALLY FIT, BE ALERT

- Participated in a training program at Pusat Komuniti Desa, Asahan

COFFEE TALK WITH ALUMNI

- Participated in a class program as one of the committees

ONLINE BUSINESS - TASTY SOUR FOOD SHOP

- Doing a business for assignment and learn how to sell snacks to people

REFERENCES

Nurhafizah binti Mohd Zolkapli
Lecturer of Universiti Teknologi Mara (MARA)

- Phone: 017-8753874
- Email: nurhafizahzolkapli@uitm.edu.my

Dr. Juan Rizal bin Sa'ari
Senior Lecturer of Universiti Teknologi Mara (MARA)

- Phone: 012-3911156
- Email: juanrizal@uitm.edu.my

COMPANY'S PROFILE



COMPANY NAME: Honda Malaysia Sdn. Bhd.

LOCATION: Hicom Pegoh Industrial Park, 78000 Alor Gajah, Melaka.

BACKGROUND: Honda Malaysia Sdn. Bhd. is one of the automobile manufacturing companies that has its manufacturing plant in Alor Gajah, Melaka. The company was established in 2003 as a joint venture between DRB-HICOM Berhad of Malaysia and Honda Motor Co., Ltd. of Japan. Despite its 1989 founding in Japan, Honda Malaysia Sdn. Bhd focused on providing reliable cars and first-rate service in Malaysia. Honda has had two production lines at this facility in Melaka's Pegoh Industrial Park for more than eighteen years. In 2003, the first plant began to operate. The second production line, which doubled the company's capacity from 50,000 to 100,000 vehicles annually and from 200 to 400 vehicles per day, was opened in 2014 in order to help Honda Malaysia Sdn. Bhd. grow at a faster rate (**Honda, 2025**). The Honda City, Civic, Accord, and CR-V are among the automobile models that are currently being produced; the firm produces about 400 different models. Apart from producing automobiles, Honda Malaysia Sdn. Bhd. also sells, maintains, and supplies customers with spare parts.

Honda Malaysia Sdn. Bhd. is a manufacturing company that presently operates a modern machinery and equipment plant in Alor Gajah, Melaka. The plant uses a lean manufacturing approach for production, which takes quality, productivity, and efficiency into account. Stamping, welding, painting, and assembly are some of the processes that make up the company's manufacturing system. Additionally, Honda Malaysia Sdn. Bhd. is internationally certified to carry out environmental ISO 14001 and manufacturing quality management ISO 9001. Environmental and quality concerns are covered by the company's policies. Therefore, in order to prevent waste, environmental conservation is practiced throughout the manufacturing of its products.



COMPANY'S PROFILE



VISION: Honda 2030 vision statement is to serve people worldwide with the joy of expanding their life's potential, and toward this end, Honda will lead the advancement of mobility and enable people everywhere in the world to improve their daily lives

MISSION: Honda's mission is to supply products of superior quality to public at reasonable prices to gain high customer satisfaction.

ORGANIZATIONAL STRUCTURE OF THE INDUSTRIAL UNION & RELATIONS (IUR) SECTION:



TRAINING'S REFLECTION

DURATION: I started my practical training at Honda Malaysia Sdn. Bhd. on 12 August 2024 and finished my practical training on 17 January 2025. The duration for my practical training is about 5 months/22 weeks and 4 days , including holidays and rest days.

WORKING DAY AND TIME:

The working hours of Honda Malaysia Sdn. Bhd. are Monday through Friday, while occasionally there is a working Saturday during which we can choose to work or not to work. At Honda Malaysia Sdn. Bhd., operational work is done around-the-clock. For office work, the time of working is from 7:45 a.m. to 5:10 p.m. There are three breaks: the first is from 10:15 to 10:30 a.m.; the second is for lunch, which is from 12:45 to 1:30 p.m.; and the last is from 3:30 to 3:40 p.m.

DETAILS: I was assigned to be in the Industrial Union and Relations (IUR) section. As an intern, I learned how to draft and issue letters for abscondment and disciplinary cases and post out the letters. I also entered and compiled documentation for abscondment, disciplinary actions, domestic inquiries, and grievance processes into the HR system. Every month, I also design and develop compliance and awareness posters to improve workplace comprehension of the company's regulations. I also helped with a few HR Department events, including the HSP programme, PERKESO Briefing, HR Forum, and Health Awareness Day. In addition, I participated in Union Engagement Activities-Maintaining Harmonious Relations by IRD and Union Engagement Activities-Team Bonding, which introduced me to a lot of knowledge regarding how to keep positive relationships between team members and union members.

GAINS: As an intern, I received an allowance of RM 1,000, gained plenty of knowledge and experience, and improved my interpersonal and communication skills by interacting with various employees and contract workers. In addition, I have some experience speaking with bosses and managers, which is undoubtedly different than speaking with coworkers. I occasionally make mistakes, but I grow from them and ultimately get better at what I do.

SWOT ANALYSIS

Strengths	Weaknesses
<ul style="list-style-type: none">• Capability in the production of engines• A varied range of products <div>S</div>	<ul style="list-style-type: none">• A decline in sales profits• Higher investment is needed <div>W</div>
Opportunities	Threats
<ul style="list-style-type: none">• Development of Electric Vehicles (EVs)• Best Car Brand <div>O</div>	<ul style="list-style-type: none">• A rise in rivalry• Environmental Issues <div>T</div>



Strengths:

- **Capability in the production of engines**

Honda is the biggest engine producer in the world, producing engines for a wide range of power equipment, motorcycle, marine, and automotive goods. The business provides a full range of compact, all-purpose engines for consumer, commercial, and rental applications. More than 3,000 distinct product applications, such as pressure washers, lawn mowers, and equipment for construction and rescue, rely on Honda engines for reliable and smooth power **(Honda Engines, 2024)**.



- **A varied range of products**

Honda manufactures a wide range of goods, including automobiles, motorcycles, power products, marine, aviation, and hydrogen. Honda has sold almost 5 million automobiles annually all over the world, manufactures motorcycles with a customer-focused mentality, power products division that creates engines, tillers, generators, among other items, and sells them in over 50 nations, joined the 4-stroke outboard engine industry in 1964 to prioritise environmental efficiency for marine, the development of aircraft and aircraft engines. Last but not least, Honda has been striving to reduce CO2 emissions and reach zero emissions in the hydrogen industry **(Business and Innovation, n.d)**

Weaknessess:

- **A decline in sales profits**

The first time Honda's annual profit is declining is when it was during the pandemic. People tend to stay at home because of the MCO (Movement Control Order). Therefore, not a lot of people have the need for a car or they simply can't afford the car due to the bad financial during the pandemic **(Tajitsu, 2020)**. Other than that, after a sharp increase in the previous year, which is on 2023, Honda's annual profits are predicted to decline, with growing expenses and fluctuations in currencies showed to have a negative impact on the bottom line.

Production in Main Regions

	October 2024	YOY	October 2023	Jan.- Oct. 2024	YOY
North America	156,359 units	100.7%	155,307 units	1,391,839 units	106.5%
USA	98,069 units	96.4%	101,749 units	869,426 units	101.0%
Asia	109,053 units	64.4%	169,217 units	1,090,570 units	73.8%
China	62,629 units	54.1%	115,694 units	664,587 units	65.5%

- **Higher investment is needed**

Honda should invest more money in the technology industry. It is still far behind its competitors in this regard, although spending a significant amount on the development of its technological sites, which may eventually result in inescapable situations **(Honda, 2024)**. It can stay ahead of market trends and take the lead in areas like sustainability and safety by putting a high priority on innovation and technology. In a cutthroat industry, this strategic focus can draw in new clients, hold onto current ones, and eventually spur long-term success.



Opportunities:

- **Best Car Brand**

With high ratings for the award's primary criteria of performance, interior quality, safety, and dependability for its passenger car models—the Civic, Civic hybrid, Civic Type R, Civic Si, Accord, and Accord hybrid—Honda has won the 2025 "Best Car Brand" title from U.S. News & World Report for the fourth year in a row **(Honda, 2024)**. Following an evaluation of 38 brands, U.S. News' esteemed Best Vehicle Brands Awards honour automakers with the most coveted key brand attributes that thrill and draw in car buyers. These awards recognise industry-wide excellence across four major automotive market segments: cars, SUVs, trucks, and luxury vehicles. In their respective categories, the winners exhibit the finest performance, interior quality, safety, and dependability. The Honda Civic hybrid has won the esteemed Edmunds Best of the Best and Edmunds Top Rated Car Awards for 2025. This is the third time the 11th-generation Civic has received an Edmunds Top Rated designation from Edmunds' automotive experts.



- **Development of Electric Vehicles (EVs)**

Technological developments, shifting customer preferences, and laws and regulations are all contributing to the automobile industry's transformation as it moves towards electric vehicles (EVs). Automakers like Honda have a lot of opportunity to innovate, broaden their product lines, and seize new market niches as a result of this growth. Other than that, Honda may reduce CO2 emissions and preserve limited natural resources by using alternative fuel cars. Without a doubt, this delicate balancing act would help preserve the environment for future generations by safeguarding natural resources **(Nanjundaswamy et al., 2023)**.

Threats:



- **A rise in rivalry**

When there is rivalry, those who are competing are more motivated to win and put up more effort, which results in better performance **(Milstein, 2022)**. In this case, Honda is up against more and more competition from both new and established automakers as well as from its primary markets becoming crowded. The rise in rivalry also happened because of the Honda's decline in sales profit. Honda faces fierce competition from companies like Toyota, Nissan, Ford, and Hyundai.



- **Rival's Top Notch Technology**

Hyundai is introducing new technologies fast, but Honda's technology tends to function more smoothly over time. Furthermore, Honda's other rival which is Toyota, its hybrid technology is excellent, but Honda's conventional engines frequently perform better. Even if its rivals are developing quickly, Honda continues to have an advantage in terms of how effectively their technology integrates with the vehicle's functionality. Without being noticeable, their features usually improve the driving experience. Even if its rivals are developing quickly, Honda continues to have an advantage in terms of how effectively their technology integrates with the vehicle's functionality.

DISCUSSION & RECOMMENDATION

RECOMMENDATION FOR STRENGTHS

- **Capability in the production of engines**

Through the use of advanced manufacturing technologies (AMTs), which are extensive technical packages that support improved connection, resource planning that is optimized, and product design and manufacturing. For manufacturers, AMTs provide a number of advantages, including increased productivity, improved process efficiency, and the creation of sustainable business models. For example, Honda creates new opportunities for innovation ecosystems by increasing the customization possibilities available for its products. Advanced manufacturing techniques including automation, robotics, and additive manufacturing (3D printing) are transforming the automotive industry's manufacturing processes in other advanced countries (**Monye et al., 2023**). These developments increase customization, adaptability, and efficiency, which will boost Honda's engine manufacturing capabilities.

- **A varied range of products**

The quality of new products determines whether or not initiatives to produce them are implemented successfully. Since information technology (IT) competency includes computer gear and software, communication technologies like people behind the scenes, and approved resources dedicated to supporting those competences, Honda could use the media of IT capability. Businesses that make significant investments in IT capabilities are able to improve their financial performance and competitiveness in the market through the successful development of new products (**Yusof et al., 2024**). For instance, purchasing, production, and sales have all made use of IT capabilities. Global trade of new product talent makes it more difficult to get new product development teams to one location for production, and increased competition requires a quicker introduction of new products to the market. As a result, electronic data sources are needed to deliver information among new product teams. While directing electronic data resources towards success, information technology (IT) can predict possible setbacks.



RECOMMENDATION FOR WEAKNESSESS

- **A decline in sales profits**

The pandemic of COVID-19 has already had an impact on people's ability to pay and, as a result, their ability to purchase. The global automotive industry has already recovered from the 2008 financial crisis, which caused a sudden shift in the industry starting in mid-September 2008 and requiring all automakers to make changes to their plans in a short amount of time. Honda might improve its cutting-edge environmental technologies while keeping an eye on the future. Therefore, Honda must improve its capacity to continue developing environmental technology and utilising them to create innovative and appealing goods if it hopes to be in business for the next 100 years in the automotive sector. The development of electromotive technologies, such as hybrid models, motorbikes, and small cars, is essential to achieving this objective (**Honda Presents Next-Generation E:HEV Technologies at Press Briefing on Honda E:HEV Business and Technology | Honda Global Corporate Website, 2024**). Honda will be able to overcome the drop in profit from sales brought on by the COVID-19 pandemic by doing this.

- **Higher investment is needed**

To enhance its market share in the new power vehicle market, Honda should invest more in the development of new power cars and motorcycles. In order to maximise its market shares in the fiercely competitive new power vehicle industry and boost overall sales income, Honda should take advantage of this opportunity and continue to follow this trend in order to design and build high-quality new power vehicles and sell them at reasonable costs (**Zhang, 2024**). Rapid improvements in battery efficiency, smart connection, and sustainable design are changing the car industry in terms of innovation and technology. Honda can increase its competitiveness and attract the tech-savvy, eco-aware market segment by integrating this cutting-edge technology into the development of its new power vehicles, guaranteeing long-term growth and industry leadership.

RECOMMENDATION FOR OPPORTUNITIES

- **Best Car Brand**

As a manufacturer of automobiles, Honda thinks it's important to maintain a positive image of its vehicles. Furthermore, Honda is as well-known in North America as it is in Asia and Europe (**Muniandy et al., 2020**). The history of the brand has an unbreakable connection to its products. Honda has continuously placed itself at the leading edge of innovation, unfazed by its prior achievements. The launch of ASIMO (Advanced Step in Innovative Mobility) in October 2000 is a noteworthy example of this dedication. ASIMO is a revolutionary advancement in robotics, introducing a humanoid robot that can walk like a human and is designed to help those with disabilities. ASIMO is the perfect example of Honda's commitment to using technology to enhance society. To create a better opportunity, Honda must strategically concentrate on price tactics since they are essential to the entire market performance of their products (**Teoh, 2023**). They will be able to influence consumers' propensity to select Honda automobiles in this way, which will promote long-term success in the automotive industry.

- **Development of Electric Vehicles (EVs)**

The use of alternative fuel vehicles, also known as electric vehicles or EVs, is crucial to achieving a number of goals, including reducing the adverse effects of business transportation, enhancing business procedures, cutting costs, and attaining environmental sustainability (**Nanjundaswamy et al., 2023**). A company should use a variety of green efforts, including electric vehicles (EVs), green supply chains, green marketing, and green advertising methods, in order to balance commercial and environmental sustainability. By implementing these strategies, the company will be able to enhance the efficiency of its operations and support overall sustainable development. Since EVs guarantee cleaner surroundings and better air quality by reducing NO2 emissions and other pollutants, Honda might enhance employee health and safety by implementing EVs in the workplace. Using EVs in the workplace also helps an organisation become more sustainable and establish long-term leadership in the industry in which it operates.



RECOMMENDATION FOR THREATS

- **A rise in rivalry**

How do businesses engage in certain competitive responses and actions? Businesses may look for collaborative advantage through cooperative activities that lessen competition and minimise the use of market power by upstream or downstream businesses in order to understand why rivalry may arise at a network level (**Galvin et al., 2020**). In addition, Honda strives to deliver products that surpass consumers' expectations by aggressively implementing new technologies and enhancing the production system, thereby increasing its customers' options for commuting. Because they are more likely to make repeat purchases and increase a company's profit margin, customers with strong brand loyalty are incredibly valuable assets. Many companies are trying to implement brand loyalty initiatives. As a result, businesses rely largely on gifts and discounts, which have been shown to be ineffective in fostering true loyalty. Honda could make use of its brand image since it would increase brand loyalty because consumers would like to think that a product with a nice image is good (**Zhang, 2024**). Additionally, a positive corporate image would increase consumer trust in a brand, which would lead to increased loyalty and, ultimately, help Honda outperform its competitors in the automobile sector.

- **Rival's Top Notch Technology**

Honda creates a range of models to satisfy the tastes and needs of its customers. Honda has always had a strong passion for pushing the limits of technological innovation and the development of mobility. Therefore, with the goal of making driving pleasurable, usage agreeable, and connectivity captivating, Honda offers value through linked technologies. The vehicle learns the user's preferences and driving patterns by utilising AI and big data to provide tailored recommendations. The vehicle changes over time to foster personal development, satiate curiosity, and revolutionise daily life with "connected fun" as the user and the automobile become closer. Therefore, if they want to surpass its rival's top notch technology, Honda needs to step up in its game to be the best in the future compared to its competitors.



CONCLUSION

My aim as a Human Resource Management (HRM) student is to gain a solid understanding of how to effectively manage and assist individuals in organisations. I want to work as a talent acquisition manager or HR specialist after receiving my degree, specialising in hiring, training, and fostering a healthy work environment. I anticipate gaining essential practical experience in managing union relations, understanding labour regulations, and resolving workplace conflicts during my internship in the HR department, particularly in the Industrial & Union Relations section. In addition to improving my negotiation and conflict-resolution abilities, I would broaden my knowledge of collective bargaining, grievance procedures, and labour agreements. In five years, I envision myself gaining significant experience and perhaps moving into a more strategic position, such as HR manager or consultant, where my duties would include developing organisational strategies, promoting employee engagement, and putting programmes in place that support corporate objectives. In order to expand my HR knowledge and make a significant contribution to a company's success, I also hope to continue developing professionally through certifications or more coursework.



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APPENDICES



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