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TEKNOLOGI
MARA

Cawangan Melaka
Kampus Bandaraya Melaka

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.)

HUMAN RESOURCE MANAGEMENT

MIBA2436

INDUSTRIAL TRAINING REPORT

HRM666



E BIDDI SDN. BHD.

(12 AUGUST 2024 - 24 JANUARY 2025)

SUBMITTED BY :

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Tajuk Laporan	INDUSTRIAL TRAINING REPORT - HRM666 (E BIDDI SDN BHD)	Nama Syarikat	E BIDDI SDN BHD

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Yang Benar

.....
Nama Pegawai : LIM CHEK KIANG/ VERNON LIM

Jawatan : CO-FOUNDER/ CHIEF TECHNOLOGY OFFICER

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Acknowledgement

I am grateful to everyone who helped me along the way during my internship training. I want to start by sincerely thanking my supervisor, Mr. Lim Chek Kiang, for all his helpful support and advice. Also, I would like to express my deep appreciation to my advisor, Puan Surya Ahmad Royali, for constant support and guidance.

Additionally, I would also like to express my gratitude to my co-workers at E Bididi Sdn. Bhd for their cordial greeting and for fostering a cooperative atmosphere. Their readiness for offering their wisdom and experiences made learning enjoyable and worthwhile for me. I am also grateful for the organization's training and resources, which gave me useful skills that I will use throughout my career.

Finally, I want to express my gratitude to my family, especially my parents for their constant encouragement and support during this meaningful internship training journey. Their confidence in me inspired me to pursue success. Hopefully my future career will take a significant turn thanks to this internship, and I am thrilled to use the lessons I have acquired in my future undertakings.

TABLE OF CONTENTS

PART 1 : PRELIMINARY MATERIALS	4
1.0 Executive Summary	4
PART 2 : STUDENT'S PROFILE	5
PART 3 : COMPANY PROFILE.....	7
3.1 Background of the Company	7
3.2 Location of the Company	7
3.3 Vision, Mission, Objective and Goal.....	9
3.4 Organizational Structure.....	11
3.5 Service of Company	12
PART 4 : TRAINING'S REFLECTION.....	14
4.1 Duration	14
4.2 Department, Roles and Responsibilities.....	14
4.3 Gains : Intrinsic and Extrinsic Value.....	14
PART 5 : SWOT ANALYSIS	16
PART 6 : DISCUSSION & RECOMMENDATION	18
6.1 Strength	19
6.2 Weakness.....	20
6.3 Opportunities	21
6.4 Threats.....	23
CONCLUSION	25

PART 1 : PRELIMINARY MATERIALS

1.0 Executive Summary

This report presents an overview of my five and a half months of internship training at E Bididi Sdn. Bhd. Since its launch, E Bididi has been acknowledged as Malaysia's first one-stop solution service provider for the administration and disposal of moveable property assets for storage yard operators, potential bidders, auction houses, financial institutions, and repossessioners.

This internship helped me focus on enhancing my understanding of the movable property asset management and disposal industry, specifically working with service providers that cater to storage yard operators, prospective bidders, auction houses, financial institutions, and repossessioners. The experience that I have gained provided valuable insights into the operational processes, challenges, and strategies employed within this sector.

Throughout my six-month internship, I effectively analyzed the company's SWOT analysis. The SWOT analysis not only highlighted areas for improvement and growth but also reinforced the company's strengths in a competitive market.

PART 2 : STUDENT'S PROFILE



NURUL NABILAH BINTI RAMLAN

**Bachelor of Business Administration
(Hons.) Human Resources Management**

Universiti Teknologi MARA (UiTM), Cawangan Melaka Kampus
Bandaraya Melaka, 110 Off Jalan Hang Tuah, 75350 Melaka, Malaysia.

PERSONAL STATEMENT

Currently doing my degree at Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka, where I have learned how to apply critical thinking and problem-solving strategies to today's complex problems. I aspire to work within the administration field under a multitude of titles, both technical and non-technical, as I work to find the perfect use for my skills and expertise. I'm highly competitive with myself and others and my intellectual curiosity also drives me to be a lifelong learner which helps me improve every day. I can work as a member of a team or independently and consistently hoping to raise both skills and knowledge in the management field.

EDUCATION

Oct. 2021 - Present	Universiti Teknologi Mara Cawangan Melaka Kampus Bandaraya Melaka, Malaysia <i>Bachelor of Business Administration (Hons.) Human Resource Management</i> <u>Current CGPA: 3.10</u>
Mar. 2019 - Jul. 2021	Universiti Teknologi Mara Cawangan Melaka Kampus Alor Gajah, Malaysia <i>Diploma in Business Studies</i> <u>CGPA: 3.31</u>
Jan. 2010 - Dec. 2015	Sekolah Menengah Kebangsaan Taman Bukit Rambai, Melaka <u>SPM: 2B+ 2B 2C+ 2C 1D</u>

WORK EXPERIENCES

Aug. 2018 - Oct 2018	Food Production Operator <ul style="list-style-type: none"> Follow the company guidelines regarding the standard of operation of packaging. Perform manufacturing operations and processes to foods and beverages. Operate machines manually or automatically.
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ACHIEVEMENTS

2019 - 2021	Dean List(AD) Semester 4 & Semester 5 <i>Diploma in Business Studies</i>	GPA: 3.52 3.50
2022	Virtual Talent Talk Battle 2022 (VATTLE 2022) Series-3	Silver Award

PROFESSIONAL SKILLS

Microsoft Word	Advanced	Google Docs	Intermediate
Microsoft Excel	Intermediate	Google Drive	Advanced
Microsoft Powerpoint	Advanced	Google Meet	Advanced
Canva	Advanced	Canva	Advanced

PERSONAL SKILLS

Team-Oriented personality Good time management Excellent communication skill Strong work ethic

LANGUAGES

Malay	Native Speaker	English	Highly Proficient
Mandarin	Elementary Proficiency		

LEADERSHIP/PROJECTS

- | | |
|------------------|--|
| May 2023 | Bureau of Protocol of Longevity Learning Field Trip <ul style="list-style-type: none">• Plan foreign and domestic tours, ceremonies and special events.• Identify security risks and create safety plans.• Coordinate logistics for events and meetings.• Develop itineraries and agendas.• Schedule and book transportation.• Arrange lodging and meeting accommodations. |
| June 2023 | Bureau of Multimedia of Trained Brain Program <ul style="list-style-type: none">• Designing and producing attractive multimedia content.• Generated ideas to produce attractive multimedia content.• In charged of developing multimedia and visual materials according to project and program needs. |
| June 2022 | Bureau of Public Relations of HRD - Virtual Upskilling Program 2.0 <ul style="list-style-type: none">• Manage the flow of information between an organisation and the public.• Present fresh concepts, promote brand content on social media, and keep updated on trends and opportunities.• Write press releases and media kits in a timely manner, and instruct the social media team to interact openly. |

REFERENCES

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PART 3 : COMPANY PROFILE**3.1 Background of the Company**

Co-Founder by Mr. Lim Chek Kiang (Vernon Lim) in 2018. E Bididi Sdn. Bhd is a Malaysian company that focuses on providing innovative solutions in the bidding and auction space. Established with the goal of modernizing the procurement process, the company leverages technology to streamline bidding and enhance transparency for businesses and consumers alike. E-Bididi.com is acknowledged as the first one-stop solution service provider in Malaysia for managing and disposing of moveable property assets for storage yard operators, potential bidders, auction houses, financial institutions, and repossessiones.

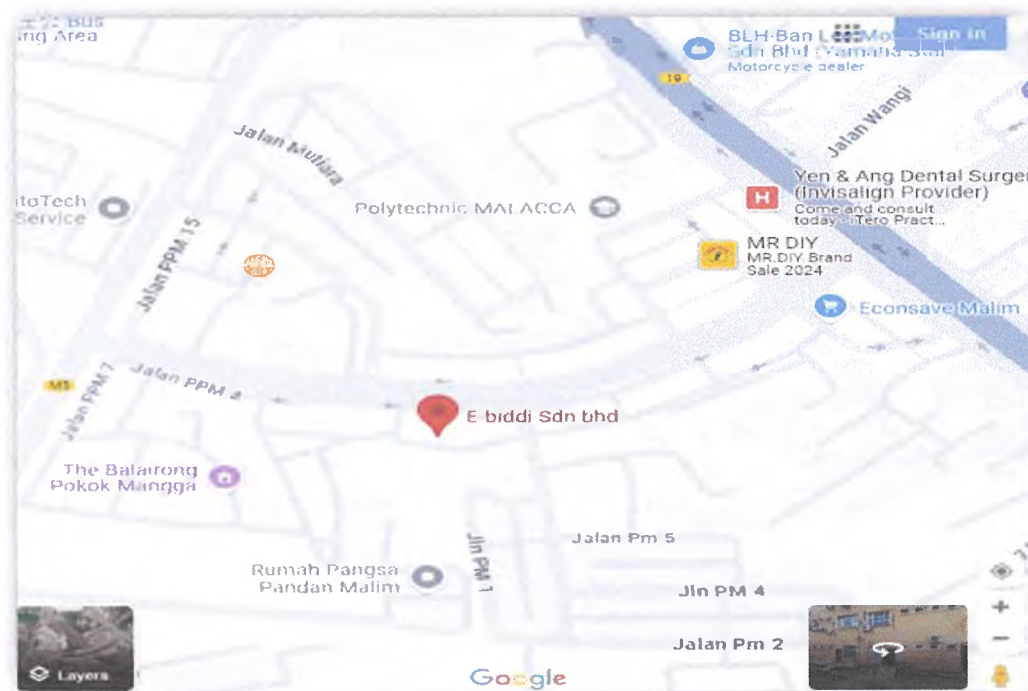
3.2 Location of the Company

Figure 3.2.1 : Represent the location E Bididi Sdn. Bhd through Google Maps



Figure 3.2.2 : Represent the location of E Bididi Sdn. Bhd.

The company is locating at 76-2, Jalan PPM 4, Plaza Pandan Malim, Balai Panjang, Melaka. E Bididi Sdn. Bhd has been in the same place for the past 6 years. Based on Figure 3.2.1, the company is in the middle of Balai Panjang, Malim near 'Econsave Malim' and 'Balairong Pokok Mangga'. The company is also nearby 'Politeknik Melaka'.

3.3 Vision, Mission, Objective and Goal

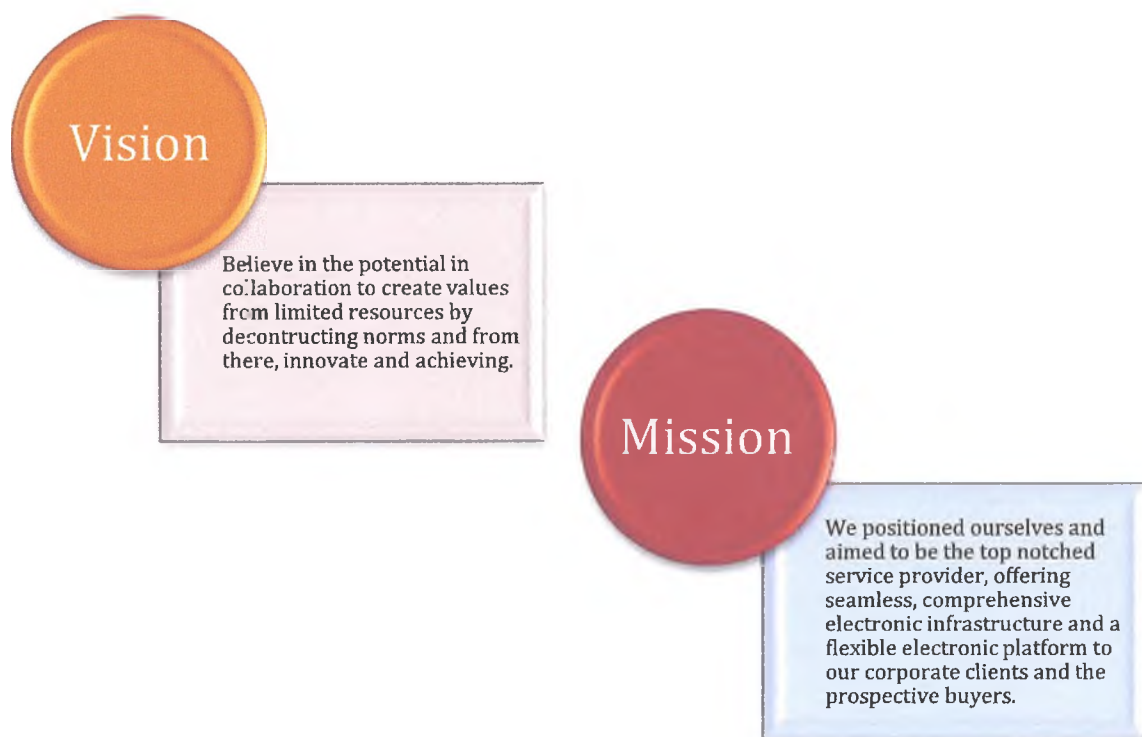


Diagram 3.3.1 : Vision and Mission of E Bididi Sdn. Bhd

Customers :

We devote to provide the best deals and give customers an exceptional online experience. Putting bidders first and providing them with the best and most efficient service possible is one of our main goal.

Team :

At E-Biddi, our team members are the foundation of this business. Working together, we innovate, inspire, pivot and succeed so that we continue to provide a top, online marketplace and providing a better online business solution.

Partners :

Our founders have built solid and long-lasting relationships with auction centres and corporate clients that share our vision and core values.

Diagram 3.3.2 : Objectives of E Bididi Sdn. Bhd

Based on both of diagram above shows that the company certainly prioritizes user-friendly systems with built-in features that make online auctions and bidding procedures easier. Focusing on businesses including government contracts, construction, and other sectors that need to use tendering procedures, E Bididi Sdn. Bhd seeks to effectively link buyers and sellers while maintaining compliance with regulatory requirements.

E Bididi Sdn. Bhd could potentially be dedicated to implementing cutting-edge technology like artificial intelligence and data analytics as the digital landscape develops further to enhance user experiences and promote competitive bidding processes.

3.4 Organizational Structure

ORGANIZATIONAL STRUCTURE

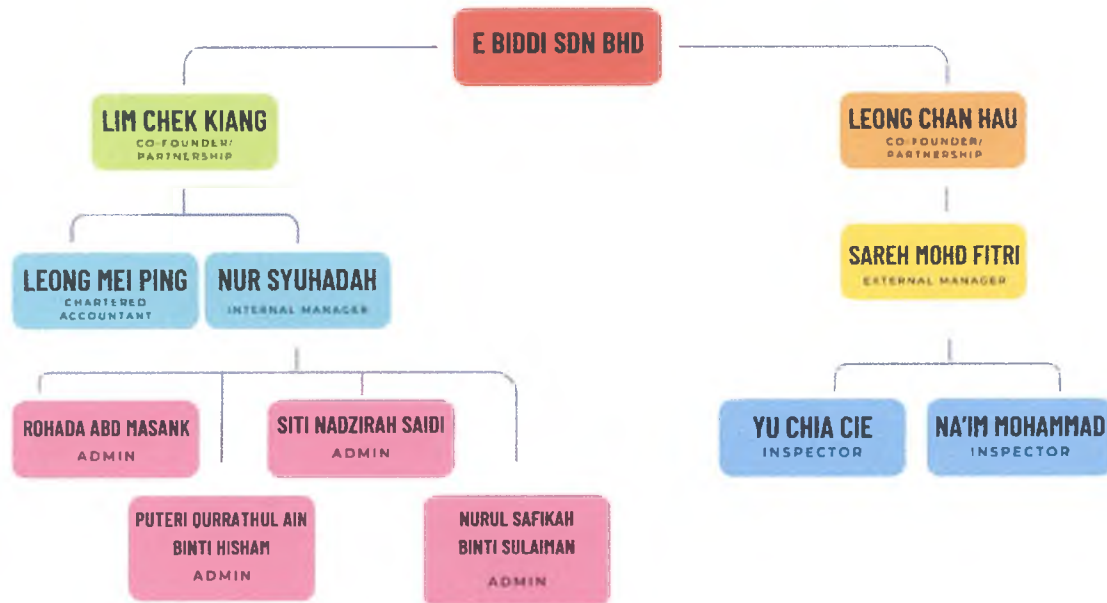


Diagram 3.4.1 : Shown the Organizational Structure of E Bididi Sdn. Bhd.

The diagram represents the organizational chart of the company. E Bididi Sdn. Bhd including 9 employees divided into Internal and External management. The company has Puan Nur Syuhadah as an Internal Manager in charge in auction process and office management operation. There are 4 employees employed on administrative tasks while 2 employees as inspector.

3.5 Service of Company

1. Store Yard Operators.

Store Yard Operators	
Inventory Management	Vehicle Handling
<ul style="list-style-type: none"> ▪ Receive, inspect, and record incoming automobiles. ▪ Use computerized systems to keep accurate inventory records. ▪ Conduct regular stock checks and assist with inventory audits. 	<ul style="list-style-type: none"> ▪ Use pallet jacks, forklifts, and other material handling tools safely. ▪ Organize and store materials in designated areas to maximize space and accessibility.

2. Prospective Bidders and Auction Houses.

Prospective Bidders	Auction Houses
<ul style="list-style-type: none"> ▪ User-friendly platform with real-time bidding capabilities. ▪ Competitive bidding environment that encourages fair pricing. 	<ul style="list-style-type: none"> ▪ Host auctions and reach a broader audience. ▪ Tools and resources to enhance auction management.

3. Repossessions in movable property asset management.

Asset Identification and Assessment	Legal Compliance
<ul style="list-style-type: none"> Identify and locate movable assets for repossession based on contractual agreements. Assess the condition of repossessed assets. 	<ul style="list-style-type: none"> Ensure all repossession activities comply with relevant laws and regulations. Prepare and maintain documentation related to repossession processes, including notices and inventory lists.
Repossession Process Management	Inventory Management
<ul style="list-style-type: none"> Repossessioned property is frequently offered for sale at auction through online platforms. Competitive bids can be generated by auctioning, increasing the sale price. 	<ul style="list-style-type: none"> Every repossessioned asset needs to have its location, status, and condition recorded in E BidDi's asset store yard management system.

PART 4 : TRAINING'S REFLECTION

4.1 Duration

My internship at E Bididi Sdn. Bhd. began on August 12, 2024, and ends on January 24, 2025. Time of working starts from 8:30 am until 6:00 pm. We have flexible working hours as we can perform prayer. The lunch hours are only 1 hour from 12 am until 1 pm.

4.2 Department, Roles and Responsibilities

I am assigned as an Admin Clerk to assist in completing administrative tasks related to auctions. I will be assigned to managing the auction process, take note of winning bids, and ensure accurate documentation of sales. My task is to record and documents details of items that are being auctioned per day. This task involved checking listings proclamation of sales for an auction.

Furthermore, I am given the opportunity to assist the staff to adjust and check the auctioned listings. Every repossessed asset that is being auctioned needs to be key in its detailed information such as location, status, and condition recorded in E Bididi's asset store yard management system. This information will be reflected on the E Bididi's website. So, the bidders can value the auction items.

Besides, I am learning to file a contract between the auctioneer and the bidders. Once the deal has been made, the bidders must make a payment to the bank by cash. The contract shows that the bidder succeeds in being the highest bidder. The highest bidder is the new owner of repossessed assets that are being auctioned. During my 6 months internship period, I was responsible for supporting administrative tasks.

4.3 Gains : Intrinsic and Extrinsic Value

Throughout the internship experience, I learned that the most routine administrative tasks can give a sense of purpose and how they contribute to the company goals and operations. I realized that handling administrative tasks like filing, data entry, and organizing documents will

enhance my problem-solving abilities. Over time, I may become more efficient in managing office operations, giving me a sense of personal achievement.

As an HR student, I have learned several concepts and skills that can directly apply to administrative tasks as an Admin Clerk. Most of the routine administrative tasks support HR functions. I learned that effective communication is key to good HR management and operations. I also understand the need for organized documentation. Organizing and preparing reports and filing to ensure documents are properly categorized.

One of the most impactful aspects of my internship was the friendly and supportive work environment. Whether interacting with the manager or fellow colleagues, I felt welcomed and valued. This positive atmosphere not only made it easier to approach colleagues for help when I encountered difficulties but also contributed to higher job satisfaction. I think having collaborative and approachable colleagues made the work feel rewarding and motivated me to perform my best.

This experience significantly enhanced my communication skills as I learned how to effectively gather the necessary information and data, ask the right questions to my upper hand, and convey information clearly. Interacting with colleagues helped me build confidence in my communication and problem-solving abilities. All thanks to my colleagues' constant guidance and support.

This internship has also provided me with the chance to reflect on how the theoretical knowledge I have gained in HR studies can be applied to real-world situations. It's been a great learning experience, allowing me to connect the dots between classroom concepts and everyday HR tasks. I have learned how to approach problems, manage tasks, and engage with people more effectively, which has given me a clearer perspective on the direction I want to pursue in my HR career.

PART 5 : SWOT ANALYSIS

STRENGTH	WEAKNESS
<ol style="list-style-type: none"> 1. Innovative Platform <ul style="list-style-type: none"> • E Bididi offers a unique or user-friendly bidding platform, this could attract a wide range of customers, including those interested in auction-based online platforms. Offering innovative features like live-streamed auctions, mobile bidding, or gamification could enhance the user experience. 2. Established Brand <ul style="list-style-type: none"> • Strong recognition in the market or a niche in the online auction or e-commerce space can help build customer loyalty. 3. Secure Payment System <ul style="list-style-type: none"> • A reliable and secure payment system ensures trust from users, which is critical for online transactions. 	<ol style="list-style-type: none"> 1. High Operational Costs <ul style="list-style-type: none"> • The business model could rely on marketing on newspaper, platform maintenance, or One Time Password (OTPs) platforms, it could result in high operational costs. 2. Customer Service Challenges <ul style="list-style-type: none"> • The bidding or auction system, resolving disputes or complaints could be more complex, leading to potential customer service issues. 3. Inventory Quality Control. <ul style="list-style-type: none"> • Inventory quality control need to go through mechanical issues or poor maintenance.
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Strong partnerships with partners and private sector <ul style="list-style-type: none"> • Strategic partner relationships with partners and the private 	<ol style="list-style-type: none"> 1. Fluctuation in the number of repossessed cars <ul style="list-style-type: none"> • The number of repossessed cars directly influences the

<p>sector such as CIMB Bank Berhad and other bank agencies.</p> <p>2. E Bididi technology systems well assist in services</p> <ul style="list-style-type: none"> • E Bididi is equipped with various technological systems. <p>3. Live e-auction for public viewing without registration</p> <ul style="list-style-type: none"> • Non-registered users can easily access the live auction viewing page, without the need for any login or registration. 	<p>available inventory for auctions.</p> <p>2. Regulatory and Compliance Risks</p> <ul style="list-style-type: none"> • Non-compliance with these laws can lead to legal issues, penalties, or loss of user confidence. <p>3. Competition from other auction platforms</p> <ul style="list-style-type: none"> • A strong competition from established auctioneers in the online auction, such as other local auctioneer competitors.
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Table 5.1 : This table shows SWOT Analysis for E Bididi Sdn. Bhd.

PART 6 : DISCUSSION & RECOMMENDATION



Diagram 6.1 : This table shows SWOT Analysis for E Bidai Sdn. Bhd.

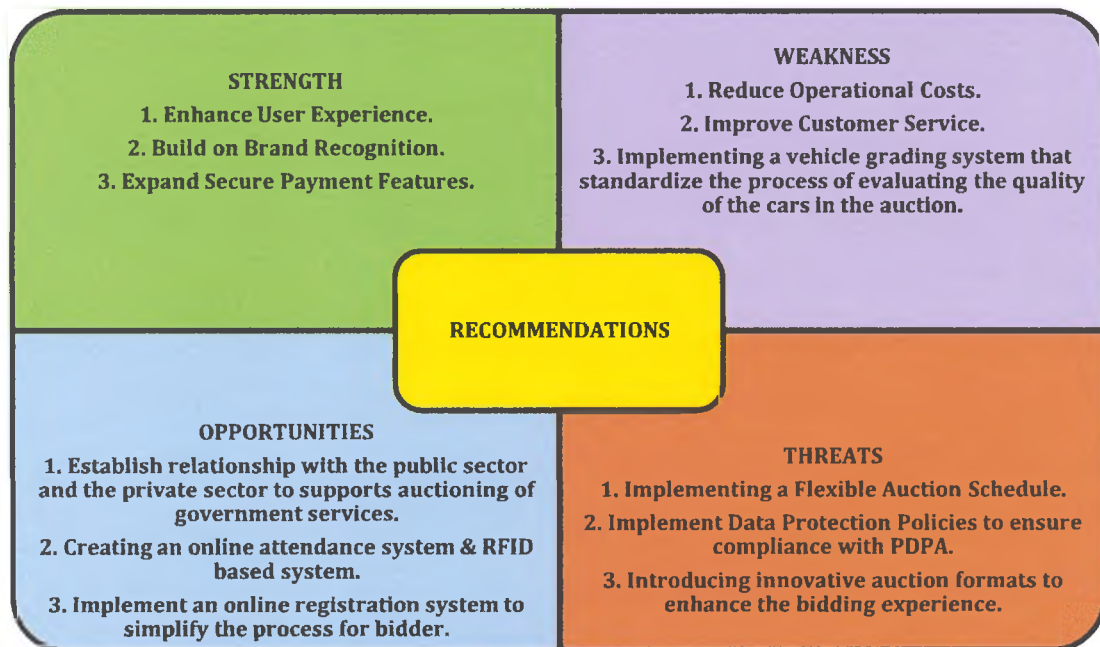


Diagram 6.2 : This diagram shows the recommendation of SWOT Analysis for E Bidai Sdn. Bhd.

6.1 Strength

E Bididi's **strength** that has been highlighted is *innovative platform*. E Bididi's use of cutting-edge digital technology in its e-bidding platform is a strong selling point. E Bididi offers a unique or user-friendly bidding platform which could attract a wide range of customers, including those interested in auction-based online platforms. E Bididi offering innovative features like live-streamed auctions, mobile bidding, or gamification that could enhance the user experience. As evidence, E Bididi created a mobile app for easier access for their user. The **recommendation** is to continuously *enhance user experience* by innovating and investing in new technology to stay ahead of competitors and meet the evolving needs of users. For instance, continue to improve the user interface and features of the platform. A smooth, engaging, and intuitive user experience can drive customer retention and attract new users. Thus, introduce personalized features like smart recommendations for auctions based on previous bids or user interests. By continually enhancing the platform with new features, leveraging advanced technologies, and offering a seamless user experience, E Bididi can ensure it remains at the forefront of its industry. This strength not only improves customer engagement but also creates opportunities for revenue generation, scalability, and long-term growth.

Moreover, E Bididi's another **strength** is an *established brand*. E Bididi's have a strong recognition in the market or a niche in the online auction or e-commerce space that can help build customer loyalty. An established brand can be a powerful marketing tool. E Bididi is already recognized, any new marketing campaigns are likely to have more impact and reach a wider audience. The company does not need to spend as much time or effort on brand awareness, allowing more focus on product promotion or special offers. The **recommendation** is to constantly *build on brand recognition*. Strengthen the brand by showcasing positive customer testimonials, success stories, or case studies to build trust and attract new users. For instance, invest in branding through digital marketing, influencer partnerships, and targeted campaigns to reinforce the brand in existing and new markets. This strength could offer numerous advantages, such as from customer loyalty and trust to competitive positioning and marketing effectiveness. This strength should be used strategically to maintain a leading position and drive long-term growth.

Furthermore, E Bididi's another **strength** is the company provides a *secure payment system*. E Bididi provides a reliable and secure payment system which ensures trust from users, which is critical for online transactions. The payment transactions must be transparent and secure since these are essential qualities for building trust with clients. E Bididi emphasizes these features in its business and continues to invest in cybersecurity measures to ensure that the platform remains secure and complies with data protection regulations. The **recommendation** is to constantly *expand secure payment features*. Ensure the payment system stays up to date with emerging technologies, offering additional options like QR code or digital wallets. For instance, regularly update security protocols and offer fraud protection measures to ensure trust and safety for all users. By ensuring compliance with security standards and offering a variety of secure payment options, E Bididi can attract more customers, boost conversion rates, and gain a competitive advantage. Additionally, this strength can help with local market expansion and enhance brand reputation.

6.2 Weakness

E Bididi's **weakness** has been highlighted by its *high operational costs*. E Bididi's business model relies on marketing on newspaper, platform maintenance, or One Time Password (OTPs) platforms. The company also operates an online bidding platform and other digital services. Thus, maintaining and upgrading the technological infrastructure (servers, software, security) could be a significant operational expense. This could include ongoing costs related to web hosting, cloud services, or cybersecurity measures, which could result in high operational costs. The **recommendation** is to *reduce operational costs*. Automate processes where possible, such as bidding, payments, and customer service, to reduce and improve operational efficiency. For instance, transitioning to cloud-based platforms for data storage, software, and collaboration tools can reduce the need for expensive on-premise hardware and IT infrastructure. By identifying and addressing high operational costs, E Bididi could work toward increasing its profitability, improving efficiency, and achieving sustainable growth.

Besides, E Bididi's another **weakness** is *customer service challenges*. The bidding or auction system, resolving disputes or complaints could be more complex, leading to potential customer service issues. In today's world, customers expect to be able to reach a company via

various communication channels like live chat, social media, email, and phone. E Bididi must offer more than one or two methods of contact, it could satisfy alienate customers who prefer other forms of communication. The **recommendation** is to *improve customer service*. E Bididi should invest in training for customer support staff to ensure they handle disputes and inquiries efficiently and professionally. For instance, implement a robust FAQ section, community forums, and automated support tools (like chatbots) in website to resolve basic issues quickly. Consider offering premium customer service options for high-volume or high-value customers. Improving response times, expanding communication channels, and ensuring staff are well-trained and adequately staffed can go a long way toward transforming this weakness into an opportunity for growth and enhance its reputation.

Furthermore, E Bididi's another **weakness** is *inventory quality control*. Quality control is a critical aspect of managing the stock or products in any business, including for e-auction platforms. It ensures that all items, whether they are goods for auction or products being sold, meet the required standards of quality before they reach customers. Proper inventory QC can enhance customer satisfaction, reduce returns, and increase sales. The **recommendation** is to *implementing a vehicle grading system that can standardize the process of evaluating the quality of the cars in the auction*. Implementing a vehicle grading system for an e-auction platform is an excellent way to standardize the evaluation of cars, making it easier for bidders to understand the condition and quality of the vehicles being auctioned. For instance, a transparent consistent grading system helps enhances the overall bidder experience. E Bididi must publicize the grading system visible and accessible to bidders, so they can easily assess the car's quality. Thus, this system ensures that every vehicle, regardless of its age or value, undergoes the same grading process.

6.3 Opportunities

E Bididi's **opportunity** that has been highlighted is *strong partnerships with partners and private sector*. E Bididi has a strategic partnership with partners and the private sector such as CIMB Bank Berhad and other bank agencies. Win-win situation as bank agencies gets benefits while the company and partners will receive the expansion of customer and economic scale to achieve cost advantages of sales or service achievements. The **recommendation** is to

establish relationship with the public sector and the private sector to supports auctioning of government services. E Bididi can create partnerships with public sector such as Jabatan Pengangkutan Jalan (JPJebid) in aiming to promote the benefits of e-auctioning. Working with the public sector can design solutions that are customized for their specific procurement needs. This may involve developing features like secure bidding systems, transparency reports, and anti-fraud measures tailored to government auctions.

Additionally, E Bididi's another **opportunity** is *E Bididi technology systems well assist in services.* E Bididi is equipped with various technological systems such as 'Manage User Account', 'Banker', 'Store Yard', and 'Manage Repossessor'. This system likely enables users to create and manage their accounts, which could include features like password resets, profile updates, and transaction histories. Having a secure and user-friendly account management system is essential for enhancing customer experience, reducing friction, and ensuring data security. By automating various manual tasks and integrating different functions, these systems can reduce bottlenecks, improve the speed of service, and ensure smoother operations. The **recommendation** is to *creating an online attendance system & RFID based system.* An online attendance system simplifies the process of tracking who is present and absent, with features that can be accessed remotely for better convenience and real-time monitoring. This system enhances convenience for employees, enabling them to easily update their attendance remotely. RFID provides a secure and reliable way to track attendance, reducing the chance of errors or fraudulent attendance marking. The online system ensures that all data is properly logged and backed up.

Moreover, E Bididi's another **opportunity** is the *live e-auction for public viewing without registration.* Feature that allows users to watch the auction process in real-time without requiring them to sign up or create an account. It easier for users to find the live stream. This could be a prominent button or banner on your homepage that says "Watch Live Auction". By providing an easy-to-access live stream with real-time updates, clear auction information, and engaging content, it can attract more users, encourage them to register in the future, and enhance their overall experience with E Bididi platform. The **recommendation** is to *implement an online registration system to simplify the process for bidder.* Keep the registration processes

straightforward, requesting only the necessary details (name, IC, email, phone number). The form should be intuitive and mobile-responsive. After the user registers, send an email to verify their identity and confirm their registration. This ensures that the email address provided is valid and accessible. This is to ensuring bidders can sign up and start participating with minimal effort. E Bidder also can provide a user-friendly help center within the website or mobile app that guides users on how to register, bid, and troubleshoots any issues.

6.4 Threats

E Bidder's **threat** that has been highlighted is *fluctuation in the number of repossessed cars*. The number of repossessed cars directly influences the available inventory for auctions. If there are fewer repossessed vehicles, it may be challenging to maintain a consistent supply of cars for auction, which can affect the frequency and scope of sales. The **recommendation** is to *implementing a flexible auction schedule*. To adjust to fluctuations in vehicle availability, a flexible auction schedule can help E Bidder maintain buyer interest and maximize sales opportunities, regardless of the number of cars in stock. It also allows a better match auction timing with available inventory, adapt to fluctuating repossession volumes. E Bidder can pre-set dates or quantities for each auction.

In addition, E Bidder's another **threat** is **regulatory and compliance risks**. E-auction platforms in Malaysia must comply with local regulations, including the Personal Data Protection Act (PDPA), consumer protection laws, and tax regulations. The PDPA governs the processing of personal data in Malaysia. It covers the collection, use, and disclosure of personal data, including sensitive data. E Bidder will need to ensure that they have the necessary safeguards in place for bidder registration, transaction data, and customer information. Non-compliance with these laws can lead to legal issues, penalties, or loss of user confidence. The **recommendation** is to *implement Data Protection Policies to ensure compliance with PDPA*. To address this, E Bidder should regularly update its policies regarding the collection, use, and protection of personal data. Use encryption and other security measures to protect personal data from unauthorized access and ensure that the platform only collects the necessary data and obtains proper consent from users.

Moreover, E Bididi's another **threat** is *competition from other auction platforms*. There may be strong competition from established auctioneers in the online auction, such as other local auctioneer competitors. E Bididi faces the risk of larger, more established competitors with more resources. To differentiate, E Bididi focuses on delivering superior customer service, innovative features, and a more user-centric approach, ensuring that clients feel valued and supported. The **recommendation** is to *introducing innovative auction formats to enhance the bidding experience*. E Bididi can provide more choices for bidders by enhance the value of e-auction platform offers, boost user engagement to attract new bidders. E Bididi also can be creative create a new way auction formats to provide a unique and exciting bidding experience.

CONCLUSION

In conclusion, E Bididi has strong foundations to build upon, but its success in the digital business environment will depend on how effectively it can capitalize on its strengths and opportunities while managing its weaknesses and external threats. To ensure long-term success, the recommendation is suggested to improve.

The SWOT analysis of E Bididi highlights several opportunities that the company can leverage to enhance its performance and strengthen its market position. Despite the challenges posed by the evolving digital business environment, E Bididi has shown resilience by maintaining its services and effectively meeting client needs. However, there are areas of weakness that the company needs to address to minimize risks and bolster its competitiveness.

By leveraging its strengths to overcome weaknesses, E Bididi can achieve greater success. Focusing on improving these weaknesses, while also capitalizing on available opportunities, will allow the company to diversify its product offerings and remain competitive. Identifying and seizing opportunities will also enable E Bididi to mitigate external threats and adapt to challenges outside of its control.

The value of the SWOT analysis extends beyond benefiting shareholders, it also plays a crucial role in enhancing the company's overall value. If E Bididi continues to address its weaknesses and capitalize on its strengths, it will be able to achieve higher productivity, profitability, and improved customer satisfaction.

My internship experience has been instrumental in bridging the gap between knowledge and real-world professional environments. Working in an auction company allowed me to observe firsthand the complexities and dynamics of the business world, providing valuable insights that will aid in my career development.