



## INDUSTRIAL TRAINING REPORT AT VIMAL AUTO-LINER SDN.BHD

1 MARCH 2024 - 9 AUGUST 2024

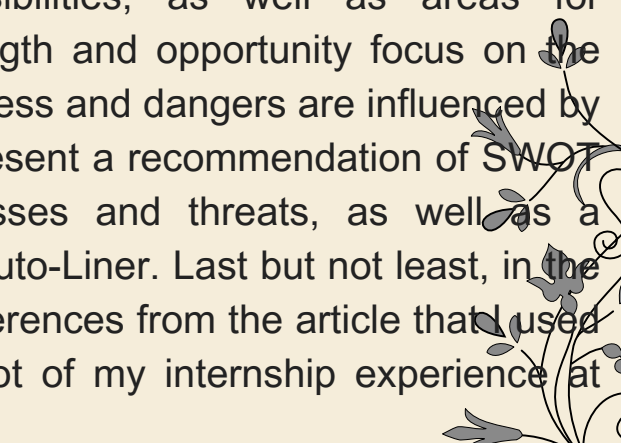
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# EXECUTIVE SUMMARY

The journey to completing my internship at Vimal Auto-Liner has been fantastic. I've learned new skills and gained confidence in talking with people. I completed a six-month internship at Vimal Auto-Liner Sdn. Bhd. from March 1 to August 9, 2024. The purpose of this program is to fulfil the course in order to complete the Degree as well as graduate from the University. The training refers to work experience that is relevant to professional development prior to graduate from Bachelor Degree in Business Administration (Hons) Finance. The first and second parts include an executive summary and acknowledgement of Vimal Auto-Liner's intern report. The third section displays the student profile, which is the most recent resume that includes information on the student's education and employment experience. The fourth section discusses the company's profile, which includes the background of the company's, vision and mission, fundamental beliefs, organizational chart from each department, and products and services provided to customers. The next section is a reflection on my training, which contains the durations, specifics, and gains I achieved while training in Vimal for six months. The sixth section of this study is a SWOT and PESTEL analysis of the organization. Vimal Auto-Liner's SWOT analysis identifies strengths and possibilities, as well as areas for improvement and potential threats. Strength and opportunity focus on the firm's internal characteristics, while weakness and dangers are influenced by external elements. Aside from that, I represent a recommendation of SWOT analysis to strengthen Vimal's weaknesses and threats, as well as a conclusion to the whole report on Vimal Auto-Liner. Last but not least, in the ninth and tenth parts, I include the ten references from the article that I used to write my report, as well as a snapshot of my internship experience at Vimal Auto-Liner Sdn.Bhd.



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# COMPANY PROFILE



Vimal Auto-Liner Sdn Bhd is one of the northern peninsula's fastest growing automobile enterprises, offering a wide range of Honda car models to suit customers' desires. Vimal Auto-Liner commenced operations on June 1, 2012. Vimal Auto-Liner has two divisions: Sales and After Sales. Both divisions have certain target clients. Customers do not have to worry about the expense of purchasing and keeping a car because Vimal offer a variety of Honda models based on their financial capabilities and maintenance costs at lower and acceptable prices. Vimal believe that focusing on client wants and preferences will enhance the relationship between Vimal Auto-Liner Sdn Bhd and its consumers.

Vimal Auto-Liner Sdn Bhd has developed from a tiny company to one that is well-known in the northern region. The Sales department is growing by the day, and After Sales has expanded significantly. Following this, Vimal Auto-Liner Sdn Bhd got numerous top honors for its unequaled acceleration. Among them is the "Best Honda Dealership in Malaysia". This success would not have been possible without the support of our valued customers. Vimal currently have three branches: Vimal Auto City Sdn Bhd (Alor Setar), Vimal Trading Sdn Bhd (Kangar), and Vimal Bodyworks Sdn Bhd (Jitra).



# VISION & MISSION



## VISION

Proceed always with ambition and youthfulness, respect sound theory, develop fresh ideas, and make the most effective use of time, enjoy your work and encourage open communications, strive constantly for a harmonious flow of work and be ever mindful of the value of research and endeavor.



## MISSION

Maintaining a global viewpoint, company are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction.

