



**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION(HONS.) MARKETING**

**TITLE :
HONDA SHARED AUTO CARS SDN. BHD.
INTERNSHIP REPORT**

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EXECUTIVE SUMMARY

At the end of my long and fruitful 6-month industrial training experience, I was at Shared Auto Cars Sdn. Bhd. (SACSB) 3S Honda authorized dealer. It is located in Shah Alam, Selangor. SACSB was founded in 2001 on the values of honesty, respect and the three joys, which include joy of buying, selling and creating and has a good brand association attached to Honda Malaysia. SACSB as part of its core services offers new vehicle sales, after sales services, spare parts, insurance (HIP), loan facilities and customer conveniences of focusing on holistic and satisfying automobile experiences.

As an intern in the Marketing Department, I dealt with the activities and actual brand campaigns, which means I was more exposed to practical tips and practices within social media marketing via Instagram, Facebook, and Tik Tok platforms and online apps. I also had duties and responsibilities in the inventory, operations and the administrative roles of the shop helping me develop some valuable technical and interpersonal skills that included; multitasking, flexibility and communications in team work.

The SWOT analysis of SACSB showed a number of things. The most relevant was the strategic location in the urban area and the association with Hondas and the showroom was relatively small and it had no freedom because all SACSB is under the control of Hondas Malaysia, the central authority. The opportunities discovered were an increased demand on after-sales services and the expansion of interest in the hybrid/EV vehicles whereas the threats were the economic uncertainties and effects of adverse online reviews.

Suggestions recommended were to conduct better visibility of the show room with virtual display solutions, build confidence and trust through integration of apps, provide value added differentiation such as establishment of loyalty programs and a coherent EV-centred education program. Moreover, the proposed options as financial

flexibility and online reputation management structures were considered to eliminate market challenges and retain consumer confidence.

Finally, the internship has been of great benefit to my professional career since it has enabled me to merge theory and practice in academics with the real world. It has equipped me with knowledge about the challenges that I will face in the future in marketing, it has also equipped me with practical experience, it has refined my technical and soft skills, and it has taught me more about how businesses operate under the Malaysian automotive industry.

ACKNOWLEDGEMENT

First of all, I want to express my gratitude to Shared Auto Cars Sdn. Bhd., the company where I completed my industrial training, for providing me with the opportunity to gain experience in the marketing department of their company. My training experience has been rich and extremely valuable, and it has helped me grow both personally and professionally. I would like to express my sincerest gratitude to my industrial supervisor, Puan Nor Amija Binti Miskon and my mentor Mrs. Norul Amiza Binti Abdul Fuad Thani, who have helped me and shown me support, guidance and encouragement in the course of the training. Your experience and counsel have been very beneficial towards helping me gain clarity of real industry practices. I would also like to appreciate my faculty advisor, Nurul Zamratul Asyikin Binti Ahmad, the academic advice and constructive criticism that made my industrial training to be successful. This has been a very successful road and your support has been of great value. My special thanks go to the whole team of Shared Auto Cars, for their welcoming attitude and desire to help me to be trained. The experiences and knowledge shared have developed my knowledge in the workplace and made me better in practical perspectives. I also want to show gratitude to all my lecturers at UiTM Kampus Bandaraya Melaka who have been very dedicated and who had provided me with knowledge during all my time as a student thus making me perform my duties in this internship with confidence. To my friends and peers I say thank you because you supported, motivated and encouraged me during training duration. Finally, I would like to express my gratitude and appreciation to my family which has always supported me, has been patient and has shown belief in me. You are one of those people who have joined me to take this walk. This has been a valuable experience to me, not only in my academic and career growth, I am truly grateful to all the people who contributed towards this experience.