



UNIVERSITI
TEKNOLOGI
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2025

INDUSTRIAL TRAINING REPORT

AT PROTON GAG AUTO 3S, CYBERJAYA
3 MARCH 2025 - 15 AUGUST 2025

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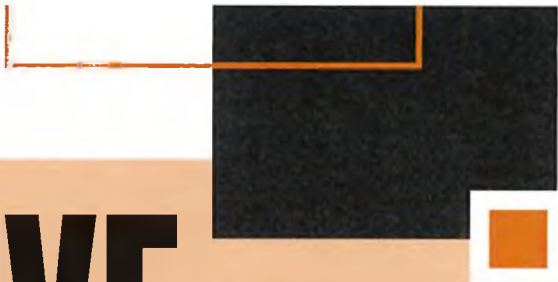
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EXECUTIVE SUMMARY

The unforgettable experiences during my 6-month industrial training began here at Proton GAG Auto 3S Cyberjaya, an authorized Proton dealership offering comprehensive Sales, Service, and Spare Parts (3S) facilities. This report will cover my internship journey with Proton GAG Auto from 4th March 2024 to 16th August 2024. It includes detailed insights into my daily responsibilities, real-world experiences, and the valuable lessons I have learned throughout the internship period. Additionally, the second part of the report will delve deeper into the background and operations of Proton GAG Auto 3S Cyberjaya.

The Sales and Customer Service Training program at Proton GAG Auto aims to develop competent individuals in the automotive sales and service sector. This department offers a structured and hands-on learning experience which covers key areas such as vehicle product knowledge, customer relationship management, after-sales service processes, and technical maintenance support. Interns are exposed to real dealership operations and interact directly with customers and service teams, allowing them to build practical skills and professional confidence in a fast-paced automotive environment. The program is designed to nurture well-rounded professionals who can adapt to the evolving demands of the automotive industry and contribute meaningfully to customer satisfaction and brand loyalty.

In addition, this report provides a SWOT Analysis of Proton GAG Auto 3S Cyberjaya, highlighting the company's core strengths, internal challenges, market opportunities, and external threats. Through this analysis, key issues are identified along with strategic recommendations to help the dealership strengthen its market position and enhance overall customer experience.





ACKNOWLEDGEMENT

Alhamdulillah, in the name of Allah SWT, the Most Gracious and the Most Merciful, I am truly grateful for His blessings that enabled me to complete this assignment, which was given by our advisor, Dr. Fadhlur Rahim Bin Azmi. I am sincerely thankful for this opportunity to work on my internship report for [MGT666 and Name]. This report has given me the chance to reflect on my internship experience at Proton GAG Auto 3S Cyberjaya, where I gained valuable insights and practical skills in the automotive industry. I have dedicated a considerable amount of time to research, reflect, and write this report to the best of my ability.

First and foremost, I would like to extend my heartfelt appreciation to Proton GAG Auto 3S Cyberjaya for granting me the opportunity to complete my internship at their esteemed company. The hands-on experience and exposure I received have greatly contributed to my professional and personal development. A special thanks goes to my internship supervisor, Datin Puteri Norsyida Bt Megat Abd Latif, for the continuous guidance, encouragement, and constructive feedback throughout my training. Your support has played a significant role in making my internship both meaningful and enjoyable.

I am also grateful to all the staff and team members at Proton GAG Auto 3S Cyberjaya, especially those in the sales department, for welcoming me warmly and for sharing their knowledge and experience so generously. Your cooperation and mentorship have been invaluable. My appreciation also goes to UiTM Kampus Bandaraya Melaka for providing me with this opportunity and for the academic support throughout the internship period. I would also like to sincerely thank Dr. Fadhlur Rahim Bin Azmi, my respected lecturer, for his continuous support and guidance during the preparation of this report. Lastly, I am deeply thankful to my family and friends for their endless support, motivation, and encouragement throughout this journey. Their belief in me has been a constant source of strength and inspiration. This internship experience has been an incredible journey, and I am grateful for the opportunity to grow both professionally and personally through this placement.

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