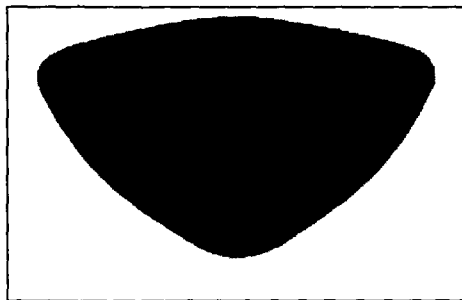




UNIVERSITI TEKNOLOGI MARA



COMPANY ANALYSIS

PROTON HOLDINGS BERHAD

TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY

Faculty : HS-Faculty of Health Sciences
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1. INTRODUCTION

1.1 Background of the study

Malaysia's car industry is dominated by two local manufacturers which are supported by the government through its National Car Policy. These local manufacturers are Proton and Perodua. Proton was the first local company car's established in Malaysia which dominated not only domestic market but also the international markets. From the first year of sales until the present years, it is seen that Proton has been through a lot in terms of services and sales inside automotive arena. The company have gained profit and faced loss during its operation.

1.2 Problem Statement

Proton being as the national car maker, is still lacked behind compared to other car makers on the international stage. The cheap price of Proton cars came at a costly trade-off against quality and safety. Although Proton cars are much cheaper than foreign cars, most local preferred to buy other car brands which is reliable, have good performance and best quality. Also, the lack of competition during the early days of government protection has led Proton to produce obsolete design that lack of current safety features.

1.3 Purpose of the case study

This case study is done to identify the major challenges and problems that are faced by Proton to become a competitive player in the car manufacturing industry. Hence, several suggestion will be given based on past research as well as on how these solution should be implemented to tackle Proton's obstacle to become a world class known Car Company.

2. COMPANY INFORMATION

2.1 Background

PROTON Holdings Berhad is a Malaysian based corporation active in automobile design, manufacturing, distribution and sales. Proton stands for *Perusahaan Otomobil Nasional* which was the first and sole nationally produced car company before Perodua came into the industry in 1993. The company's was founded by Dr. Mahathir Mohamed. Proton company headquarter is located in Shah Alam, Selangor as well as its own facilities at Proton City, Perak. Since its foundation in 7 May 1983, the company has operated in at least 26 nations.

2.2 Organizational Structure

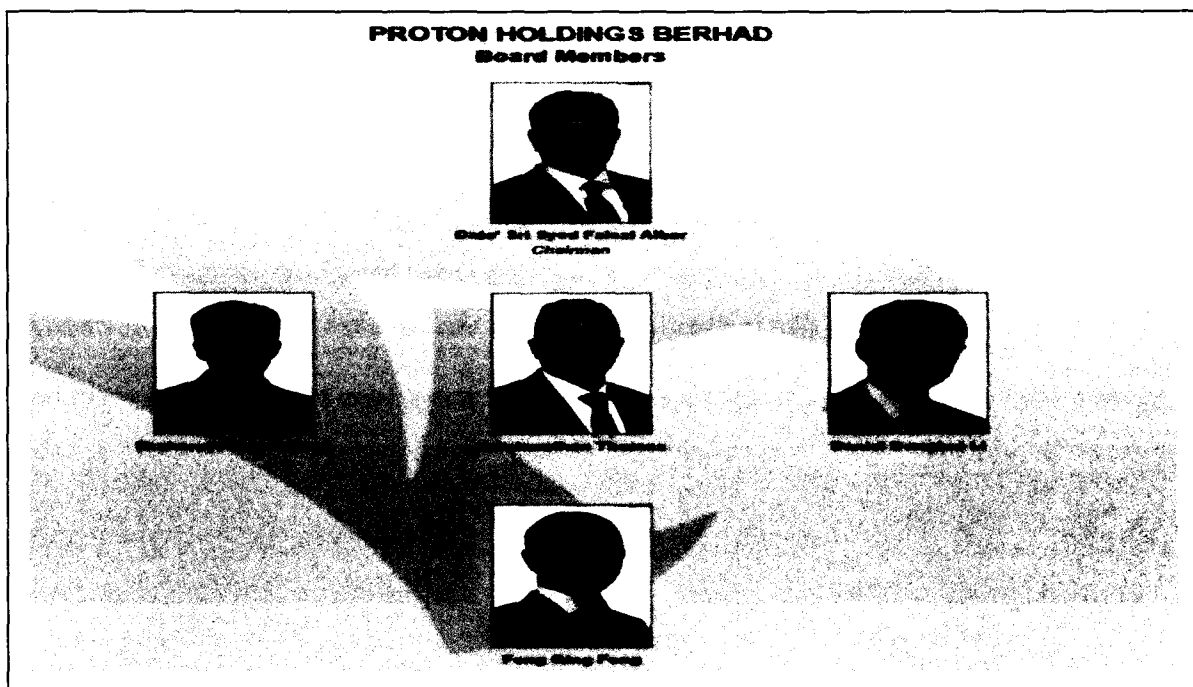


Figure 2.2: The Organizational Structure (Boards Members) of Proton Holdings Berhad
Source: Proton Holdings Berhad website, 2018