



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



(1207234-V)

INDUSTRIAL TRAINING REPORT

AT NURI DRIVING SOLUTION SDN BHD

1ST MARCH - 13TH AUGUST 2021

NAME : MUHAMMAD FARIDZ AZMIL BIN ABU HASSAN

STUDENT ID : 2019725687

PROGRAMME : BACHELOR OF BUSINESS ADMINISTRATION (Hons.) FINANCE

ADVISOR : DR. NURUL LABANIHUDA ABDULL RAHMAN

EXECUTIVE SUMMARY

This is an attempt to know how the theories can be applied to practical situation. As a student of UiTM, it is a part of study for everyone in last semester to undergo an industrial training at a suitable institute or organization. So, for this purpose, I got the opportunity to do my industrial training at NURI Driving Solution Sdn Bhd under account department. This organization are among the preferred driving institution in Bagan Datuk area with a good customer service provided. There are eight branches available under this organization whereas one staff for each branch. For this report, I decided to use regression analysis to analyze the financial performance through profitability approach in this organization. The dependent variable in this study is profitability (measured through gross margin) and the independent variable are asset turnover, sales growth, current ratio, and leverage. The findings show that among the four independent variables choose, only two of it are significant with profitability which are asset turnover and current ratio. The other two independent variable shows no significant relationship with profitability. As the outcome results, only current ratio shows positive relationship with the profitability of the company. Furthermore, there are several recommendations in this study that was applied by several article from other researchers. As for NURI Driving Solution Sdn Bhd, to make their organization more sustainable in future, they need to identify the factors that contribute for their company to earn profitability during this downturn. Besides, it is suggested for the company to have financial planning that target on a long-term basis. Other than that, the next researchers were suggested to use other set of independent variables to get different result for the analysis of financial performance through the profitability approach. To sum up, this sector are truly affected during this pandemic of Covid-19 as each industry do not manage to run their business smoothly.

TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
TABLE OF CONTENT	3
ACKNOWLEDGEMENT	4
STUDENT'S PROFILE	5
COMPANY'S PROFILE	6 - 9
TRAINING REFLECTION	10
SWOT ANALYSIS	11
REGRESSION ANALYSIS	12 - 25
DISCUSSION AND RECOMMENDATION	26
CONCLUSION	27
REFERENCES	
APPENDICES	

COMPANY'S PROFILE

Company Background



Figure 2: Company's Logo

NURI Driving Solution Sdn Bhd is a driving school licenses that are located at Lot 11222, Jalan Bagan Dato, Simpang Empat, 36400 Hutan Melintang, Perak. This organization is registered under Companies Commission of Malaysia Act with the registration number of 1207234-V. It was established in 1990 under the name of Pusat Latihan Memandu NURI. The owner of this organization is Haji Md Nuri bin Mohamed. Starting from 2001, this organization start to open their first branch located at Kampung Gajah, Perak. Now, they have 8 branches in total and have one staff for every branches. For the headquarters of an organization, it consists of nine staffs exclude the director and assistant director. This organization is under transportation and services sector. From the beginning of their operation, they managed to earn some achievement such as the best driving school in Hilir Perak from 2018 and 2019. Based from the achievement earned, they now are more focused to expand their quality of services.

NURI Driving Solution Sdn Bhd is a driving institute that provides professional driver licensing services to train drivers to always abide by the rules of the road and be a prudent driver. In addition, NURI also provides a scope of work in various fields such as in terms of transportation, finance, human resources, accounting, information systems, and driver trainees. Various types of driving licenses are available at NURI and the price range is reasonable according to the type taken. NURI also provides vehicle insurance and road tax renewal services for public. Other than that, NURI always come out with promotion at the end of the year just to attract more people to take for driving license especially for students that have finished their studying.

Below are some of the objectives for their operation:

- Deal more efficiently and professionally with customers
- Provide quality services by applying the correct driving techniques to achieve safer and more prudent driving quality
- Always sensitive and ready for changes that occur so that the quality of service is improved from time to time
- Lead and educate driving candidates towards safe and prudent driving
- Consistent in producing driving candidates of caliber as well as efficient in driving

Their mission is to produce individuals who always abide by the laws and regulations of traffic on the road. Other than that, they want to train and produce individuals who are proficient in driving as well as apply safety aspects in driving on the road and become drivers who are free from traffic offenses.

Product and Services

NURI Driving Solution Sdn Bhd is one of the driving institutions that provide all the requirement for people to get their driving license. There are many packages that are available to different ages. For an example, there are student packages and combo packages. These combo packages are selected for them who want to take B2 and D driving license simultaneously. Other than that, student packages are only selected for them who are categorized as a student and above 16 years old. Those who are eligible for this package, can proceed with their registration. For candidates that are from different branches, they can do their training on road and circuit at the head department in Simpang Empat. Here, NURI are provided two van as a transportation to take and drop the candidates that are from all branches.

Meanwhile, NURI also provides some facilities that are needed in driving institution such as JPJ room, briefing room, mosque, waiting space for candidates, circuit, cars, and motorbikes. For now, they are under a construction in making a canteen so that candidates can buy and eat there. Moreover, NURI also provides some other services such as renew road tax and licenses, insurance, and MYEG services. To those who pass the MYEG test, they can proceed to the next stage in order to be eligible to get their driving license.