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INDUSTRIAL TRAINING REPORT AT ROBERT BOSCH SDN. BHD.

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EXECUTIVE SUMMARY.

Bosch is the leading auto parts manufacturing company. It is basically German based company having branches in around 60 countries. I am glad and blessed because I've been chosen to undergo my internship at this big company which called Robert Bosch Sdn. Bhd, Bayan Lepas, Penang under finance department. Under finance department, it divided into 2 section which called CFA2 (controller) and CFA3 (controlling). As me, I am the student practical under CFA2 based on free trade agreement section. There are 25 staff in finance department include two managers and one boss. For this report, I wrote about industry analysis on the determinant of financial performance in manufacturing sector based on profitability. The business has contributed considerably to economic process recently. The dependent variable in this study is profitability and the independent variable are liquidity, leverage and operating profit margin. The findings show that all three-independent variable have a significant with the dependent variable which is profitability. According to the Covid-19 pandemic, many of the manufacturing sectors in Malaysia had been affected based on their profitability. Economies all around the world are experiencing an unprecedented economic slowdown amidst rising concerns of the Covid-19 pandemic and Malaysian companies including large conglomerates are not spared. As it stands, Movement Control Order (MCO) some of the industries had been impacted such as tourism, aviation, retail, and construction among others. From the findings and several articles by previous researchers, an economical assets management is predicated on short finance choices associate degree is crucial for maintaining a healthy balance between liquidity and profit of a firm. In different words, it's all regarding managing of current asset, current liability, and the financing of the companies. There are two type of strategy that a firm can choose which are conservative strategy and aggressive strategy. Conservative strategy is where a firm holding more current asset but need to bear high cost of liquidity. If a firm choose aggressive strategy, the firm which holding low current asset but the firm need to bear high cost of illiquidity. In both the cases, profitability is firm's priority. This disproportionate feature of assets management develops the likelihood of non-linear relationship of assets with profitableness, thereby accenting the necessity to check all potentialities of funding assets as is needed for a firm.

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ACKNOWLEDGEMENT

COMPANY'S PROFILE.

Company Background.



Figure 1: Company Logo

The Bosch Group is a technology global and service provider, with almost half of its sales coming from outside Europe. The companies are almost more than 60 countries with 440 fully consolidated subsidiaries. Stuttgart, Germany is a parent company of Robert Bosch GmbH. It was originally a "precision electromechanical engineering workshop" founded by Robert Bosch (1861-1942) in Stuttgart in 1886. Bosch has been in Malaysia since 1923 and is represented by Robert Bosch Sdn. Bhd., with offices in Selangor and Penang. In Malaysia, Bosch is active in the fields of mobile solutions, industrial technology, consumer goods and energy, and construction technology. The company has three manufacturing divisions in Penang, providing multimedia systems for automobiles, power tools, and automotive steering. In 2018, Malaysia contributed nearly 538 million ringgits (113 million euros) in sales and employed more than 2,800 employees.

Bosch hopes to develop products that "invented for life", stimulate enthusiasm, improve quality of life and help protect natural resources. The words "We are Bosch" mission statement reflects this. It summarizes the values, strengths, and strategic orientation. The objective of Bosch to achieve is the aim to secure their company's future by ensuring its strong and meaningful development and preserving its financial independence. There are some strategic focal points that help to succeed:

1. Focusing on customers

- Bosch understand their customers' requirement. They tailor the product to them and they create innovative business models

2. Shaping change

- Bosch shape change and seize the opportunities it brings, especially in connectivity, electrification, energy efficiency, automation, and the emerging market.

3. Striving for excellence

- Bosch measure themselves against the strongest competitors. They work is fast, agile, and accurate. Efficient processes, lean structures, and high productivity secure and increase the value of the company.

Moreover, there are 7 values that reflect the missions statement which are future and results focus, responsibility and sustainability, initiative and determination, openness and trust, fairness, reliability, credibility, legality and diversity.

Product and services.

Bosch technology shape many areas of our life such as in a car, at home, or at work. First will be discussing in a car, which involves mobility. Bosch develops innovative solutions that facilitate new mobility offerings. Whether for private or commercial vehicles, multimodal transportation services, fleet management, or smart transport infrastructure. Bosch brings together vehicle technology, the data cloud, and services to offer a complete mobility solution. Next, Bosch offers individual solutions for the home to make life a bit easier every day. The product that Bosch produces is garden tools, home appliances, and power tools for DIY enthusiasts. For industry and trades, Bosch offers innovative products and services such as drive and control technology, large thermal plants and system solutions, power tools for professionals, and security solutions. This all technology that implements by Bosch brings our life to be a better life and technology modern era.