



UNIVERSITI
TEKNOLOGI
MARA



Mercedes-Benz

INDUSTRIAL TRAINING REPORT

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BA 242
PREPARED FOR:-

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Mercedes-Benz

EXECUTIVE SUMMARY

This report provides a summary of my internship at Mercedes-Benz Malaysia. I worked on several tasks during the internship that involved PO request, onboarding new joiner, and information dissemination. I've also learned a lot about the company's operations, management, and the general state of the business through these tasks.

I have conducted SWOT Analysis for Mercedes-Benz in this report to identify its strengths, weaknesses, opportunities as well as threats. The main purpose of this analysis is to provide information and idea into company current situation and to implement a strategic plan. From the SWOT analysis, I have found that Mercedes-Benz Malaysia (MBM)'s strength lies in its strong brand reputation and their loyal customer base. However, even though MBM is high end automobile product, they still face several weaknesses such as strong competition and high cost. Opportunities for the company include expanding into new market and focusing on electric vehicles market. The company also faces threats despite such as intense competition from other business and economic downturns.

Based on the SWOT analysis, this internship report recommends that MBM should focus on explore opportunities to expand into new markets, such as South-East Asian neighboring countries. Additionally, the company can consider entering new markets, such as the developing luxury SUV market. This report also recommend that the company could focus on sustainability in terms of product and practices to become more environmentally conscious market.

Finally, it was a honor to be given opportunity to do my internship at Mercedes-Benz Malaysia. During my internship journey, I've learned a lot of things which involved an onboarding session, an office tour, and various tasks. I was responsible for raising purchase orders for agency workers in the SAP system, ensuring professional recruitment, leave encashment, background checks, and secondment fees. Not only that, as an intern I was also be able to experience offsite task such as participated in a Mercedes-Benz career talk at APU, where I learned about job opportunities, interview skills, and company expectations. Overall, the internship provided valuable experience and exposure to the company's culture and policies.

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ACKNOWLEDGEMENT

I want to start by thanking God the Almighty for all the ways He provided for me during my internship at Mercedes-Benz Malaysia. I would like to take this opportunity to express my sincere gratitude to all those who have contributed to the successful completion of my internship and report.

First and foremost, I would like to thank Puan Nor Ayu binti Ahmad and Michael Lim for providing me with the opportunity to work under their guidance and supervision. Their constant support, encouragement, and valuable feedback have been instrumental in shaping my learning experience.

I would also like to thank Mercedes-Benz Malaysia for providing me with the platform to work and learn with them. The exposure and experience gained during this internship have been invaluable to my personal and professional growth. I extend my gratitude to the various departments and individuals who have assisted me in carrying out my tasks and provided me with the necessary resources and information to complete my report.

Next, I'd like to express my gratitude to my wonderful adviser, Dr. Irfah. Although I had no trouble communicating with my adviser, who is in Campus Bandaraya Melaka, I was still able to get her opinion and complete my report. This development is mostly attributable to the instruction and feedback I've received. Additionally, the process of making reports has been simplified.

I am indebted to my fellow colleagues for their support and encouragement throughout the internship period. Their insights and experiences have enriched my learning experience.

Finally, I would like to express my heartfelt thanks to my family and friends especially Tihani binti Nizam for their unwavering support and encouragement throughout the internship period.

Thank you all for contributing to my growth and development.

1.0 Student's Profile

FARAH NURIN SOFEA BINTI MOHD ILAS
 Jalan TBK 1/10, Taman Bukit Kinrara, 47180 Puchong, Selangor



EDUCATION		
March 2021 – Present	Bachelor of Business Administration (Hons) Finance, Universiti Teknologi MARA Current CGPA:3.80/4.00 MUET: Band 3 Dean's List: all semesters	Bandaraya Melaka
June 2018 – Feb 2021	Diploma in Business Studies, Universiti Teknologi MARA (UITM) Current CGPA:3.81/4.00 Dean's List: all semester	Machang, Kelantan
2017	Sijil Pelajaran Malaysia, SMK Seksyen 3 Bandar Kinrara	Puchong, Selangor
WORK EXPERIENCE		
March 2023 – Aug 2023	MERCEDES-BENZ MALAYSIA <i>Internship, MBTI Department (Business Coordination/HR)</i> <ul style="list-style-type: none"> Provide administrative support for a company. Schedule meetings, travel plans, and other events. Involved and assisted company in managing new joiners. Responsible in do Purchase Order for agency staff. 	
Aug 2022 – Sept 2022	DAZS DONUT <i>Part time sales assistant</i> <ul style="list-style-type: none"> Prepare raw donuts material to cook over 20 flavour items to feed 500 customers per day and master POS (point of service) system to handle payments. 	
Feb 2021 – Mar 2021	WATSONS <i>Part time sales assistant</i> <ul style="list-style-type: none"> Ensure that professional standard of customer care is maintained in order to promote company products in order Sales Target are achieved. 	
AWARDS AND SCHOLARSHIP		
2022	Virtual Video Competition Investment Ace (VVCA) Won 4 th place for Virtual Video Competition Investment Ace (VVCA)	
2022	Tertiary Education Sponsorship Programme (TEBP) MARA Granted a scholarship from Majlis Amanah Rakyat to pursue my undergraduate studies	
2021	Vice Chancellor Award, UITM Cawangan Kelantan Kampus Machang Awarded for achieving dean list for all semesters during diploma	
2019	National Students Innovation, Invention and Design Competition (SIIDCOM) Won Bronze for National Students Innovation, Invention and Design Competition (SIIDCOM)	
INVOLVEMENTS		
June 2022	Registration Bureau for a webinar program, "Wise Worth Wide" where the foundations of technical analysis are primarily discussed.	
June 2022	Publicity Bureau for a webinar programme, "Earn More, Live More" where the focus of the discussion is on portfolio analysis and investments.	
May 2022	Multimedia Bureau for a webinar program, "Navigating the Future" which focuses on how to mentally prepare for future professional development.	
Oct 2019	Corporate Bureau for subject MGT315 project where the project contributes claims to the university.	

SKILLS	Microsoft words	Advanced	Microsoft Excel	Advanced	Adobe Animate	Beginner
	Microsoft Powerpoint	Advanced	Adobe Photoshop	Intermediate	Adobe Premiere Pro	Beginner

LANGUAGE	Malay	Native Speaker	English	Highly Proficient
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REFERENCES
 Mr. Amirudin bin Mohd Nor
 Academic Advisor/Senior Lecturer/Faculty of Business Management
 Universiti Teknologi MARA (UITM) Cawangan Melaka, Kampus Bandaraya Melaka
 110 Off Jalan Hang Tuah, 75350 Melaka

Figure 1: Student's profile

2.0 Company's Profile

2.1 Company's Name, Location, Background



Mercedes-Benz

In 2003, Mercedes-Benz Malaysia was founded in Kuala Lumpur, Malaysia. Mercedes-Benz Malaysia currently employs over 420 individuals, with its administrative and sales office located in Puchong, Selangor, and its manufacturing facility situated in Pekan, Pahang. Mercedes-Benz Malaysia is responsible for Mercedes-Benz vehicles, as well as the development of software for global sales solutions and the training of automotive apprentices. Mercedes-Benz Malaysia's retail network consists of 34 authorized Mercedes-Benz and Mitsubishi FUSO dealerships. There are a total of 87 stores that provide nationwide sales and after-sales services. The emphasis on network expansion is part of a global initiative by Daimler AG in line with its brand philosophy to create a consistent global brand that provides superior services to Mercedes-Benz customers.

The company's main office is in Bandar Kinrara, Puchong Selangor. MBM assembles Mercedes-Benz passenger automobiles and commercial vehicles for the Malaysian market in a production facility in Pekan, Pahang. MBM has dealerships and service facilities located throughout Malaysia, including in major urban centers such as Kuala Lumpur, Penang, Johor Bahru, and Kota Kinabalu.



Figure 2: Mercedes-Benz Malaysia

MBM has introduced various Mercedes-Benz models to the Malaysian market throughout the years. These include expensive sedans, SUVs, sports automobiles, and work vehicles. MBM has also participated in a number of CSR projects in Malaysia, including programmes that help the environment and improve road safety. Mercedes-Benz Malaysia has been a key component of the automobile industry in Malaysia. It has benefited the business by providing high-quality goods and services to local customers.

Mercedes-Benz Malaysia (MBM) has been manufacturing automobiles since 2003, when it established a plant in Pekan, Pahang, Malaysia. The plant was developed to produce Mercedes-Benz vehicles for the Malaysian market, with an emphasis on environmentally friendly technologies. To ensure that the goods are of great quality and will endure a long time, the facility includes cutting-edge technologies such as machines, automatic painting systems, and energy-efficient production procedures. More than 1,000 people are employed at the plant, including engineers, technicians, and skilled employees. It has aided the economic growth of Pekan and the surrounding area.



Figure 3: Mercedes-Benz in Pekan, Pahang

2.2 Vision, Mission, Objective

Vision

The mission of Mercedes-Benz Malaysia is to be the preferred automobile brand in Malaysia by developing excellent relationships with its stakeholders and generating sustainable growth.

Mission

The company's goal is to deliver luxury automotive goods and services that surpass client expectations, grow profitably, and support Malaysia's sustainable development.

Objectives of Mercedes-Benz Malaysia

- Provide customers with innovative, high-quality items that satisfy their needs.
- Delivering first-rate support and assistance throughout the ownership process.
- Keeping a solid, devoted team of workers who are committed to providing excellence.
- Encouraging ethical and sustainable business practices that improve society's and the environment's quality of life.
- Building long-term relationships of mutual respect and benefit with its partners and stakeholders.

2.3 Organization Structure



ORGANIZATIONAL CHART

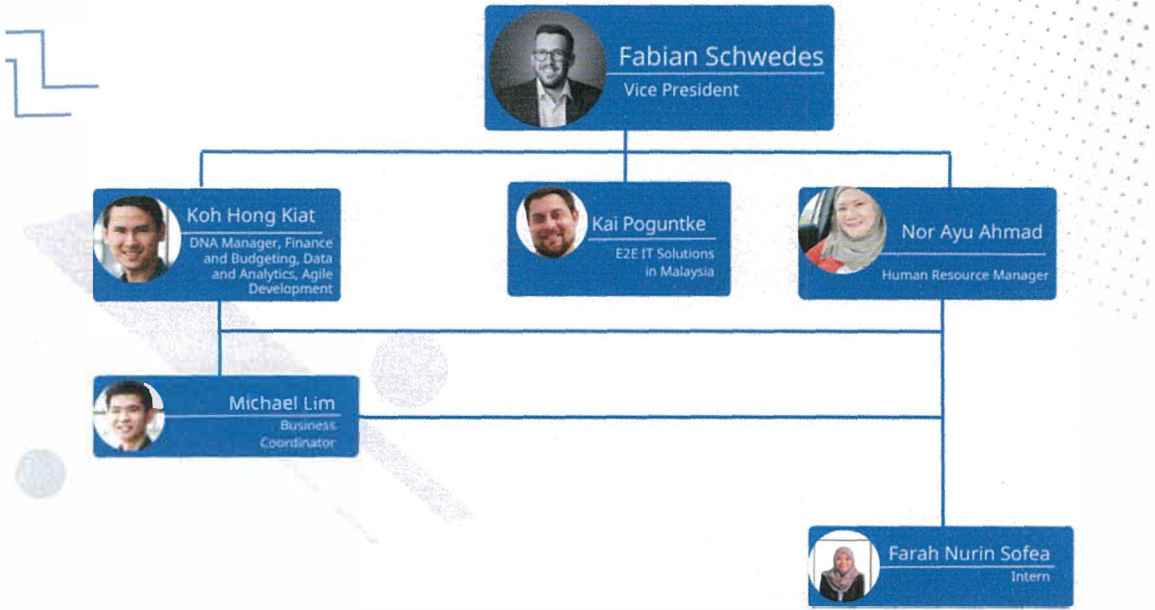


Figure 4: MBTI's Organization Chart

2.4 Services Offered

1. Mercedes-Benz car sales, both new and used: MBM has a large selection of Mercedes-Benz cars, SUVs, and industrial vehicles for sale, including cars for consumers and trucks for work.

2. Services for financing and leasing: MBM offers services for financing and leasing to help customers buy or lease the cars they desire.

3. After-sales services: Customers can bring their cars to any of MBM's approved service centers in Malaysia for regular maintenance, repairs, and warranty services.

4. Roadside support: If a customer encounters a problem on the road, like a breakdown, a flat tire, or an accident, MBM is there to help them 24/7.

5. Real parts and accessories: MBM offers real Mercedes-Benz parts and accessories so that clients' cars can be fixed.

6. Customer service and support: MBM has a team of knowledgeable people who can help customers with their questions, concerns, and suggestions.

7. Opportunities for training and growth: MBM gives its employees the chance to grow professionally so they can provide customers the best service they can.

In general, Mercedes-Benz Malaysia is committed to giving its customers a wide range of services with a focus on quality, reliability, and customer happiness.

3.0 Training's Reflection

Duration Practical Training:

My internship started on March 1st, 2023, and ended on August 31st, 2023, which was located at Mercedes-Benz Malaysia in Puchong, Selangor for a total of six months (24 weeks). I worked Monday through Friday from 830 a.m. until 530 p.m. The MBTI Department is on the 3rd floor of Mercedes Benz.

Training knowledge and technical skills:

I've had experience in a real working environment for the past 24 weeks. During working with MBM, I realized how crucial multitasking and good communication skills are. In addition, I developed my punctuality skills, enhanced my communication abilities, and increased my confidence. I have also developed good time management as I need to prioritize tasks, manage deadlines, and arrange meetings and ensure that task is completed on time.

Technically, I was able to understand the SAP software, which I used for my task, with ease. I have learned how to use the software and make sure there are no outstanding tasks.

Benefit of training

Practical knowledge: During my internship, I had numerous chances to acquire important HR-related practical knowledge. Additionally, I got the chance to work on actual projects and build new skills that I may use for future jobs.

Networking: I've also had the chance to interact with and get to know several supervisors from other departments. My network of contacts could expand as a result, which could be beneficial for my future job.

Learning opportunities: I've had the opportunity to learn from experienced professionals in the corporate world. Gaining knowledge of corporate trends, best practices and cutting-edge technologies can help me stay relevant and competitive in the job market.

Roles, Responsibilities, Task & Assignments:

The first day of my internship at Mercedes-Benz was spent in an onboarding session with HR and other interns. I was given an overview of the company, its culture, and its policies. I also had an office tour where they showed us all the departments, cafeteria, and meeting room. At Mercedes-Benz, they value work-life balance and understand that many employees prefer the flexibility of working from home since the COVID-19 pandemic. As such, I was told to come to the office once or twice a week, and I picked to come every Wednesday. I've also learned a few tasks that I will be responsible for. Most of my tasks are monthly or on-demand.

One of my tasks was to raise purchase orders for agency workers in the SAP system. I must raise about 3 to 4 POs (purchase orders) for agency workers in terms of their professional recruitment, leave encashment, background checks, and secondment fee every month. Before I raised the PO, I had to learn about the order requisition and invoice number and create a confirmation. Then, I also learned about invoice approval in Create Confirmation, where I have to check the invoice and key in all their data. My supervisor also taught me about receiving a good monthly reimbursement. It is a record of goods received every month and proof that ordered products have been received. Basically, I will receive a quotation and the manager's approval to raise the purchase order (PO). Then, I will raise the purchase order in the SAP system according to the quotation and then wait for the approved PO. Once I have the approved PO, which contains the invoice number, I will have to send it to the agency company, and my manager has stated that the purchased order has been completed. After receiving the approved PO, a confirmation will come, where I must confirm the quantity of goods and approve it.

Other than that, I was also assigned to be one of the organizers for the Buddy Program. I was assigned to create a creative template for introducing the new joiner. Then, I must reach out to every new joiner to fill out the template and introduce them to the Buddy Program channel. The Buddy Program is basically a program and method used to orient new employees. I was also helping prepare the laptop, keyboard, laptop bag, and headset for the new joiner. Every month, when there is a new member, I will oversee giving them a short briefing about laptop setup and our department's page.

Moreover, every two weeks on Friday, I will have a meeting with managers and colleagues about a workshop on workflow for the MBTI Academic Training Program. The Academic Training Program is basically a program to help new employees quickly adapt to the MBTI working environment and working culture. I was helping them in terms of corporate support and administrative assistance, whatever they needed.

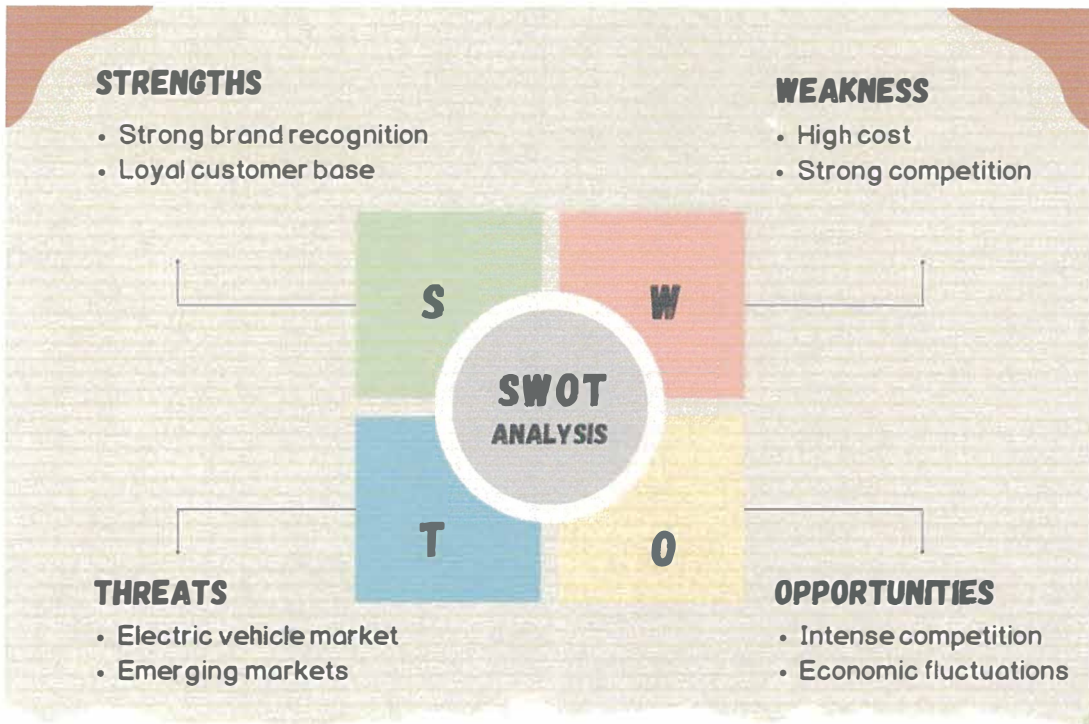
Then, I also attended the MBTI Townhall Workshop at the Sunway Resort Hotel on May 10th. I was assigned to help the managers prepare feedback and a survey code for all the participants. During the townhall workshop, I was able to get a lot of ideas and share them about Mercedes-Benz's new technology. I was also able to learn about the SBOD project presented by our manager in German, Kai Pogutnke, where Mercedes-Benz wants to create a new digital car key system for mobile devices. It was a great and meaningful workshop that I enjoyed so much.

Next, I was assigned a new task where I had to be in charge of managing company phone requests. I have to fill out the form for anyone interested in getting the company's phone number and email to the admin department for approval. I was also assigned to create an EMT user ID for every new contract joiner. After that, I will have to send notification to all related staff—the manager, admin, and human resources teams. Every month, when new members join our department, I also have to send an email to the German procurement team to check in our new member.

Despite having many tasks assigned in the office, I was also given the opportunity to join the Mercedes-Benz career talk that was held in APU with two managers and other colleagues. I was there to help them with whatever they needed in terms of roll-up banners and bunting stands. During the career talk, I was able to learn about various job opportunities, how to excel in an interview, a strong work ethic, and what the company is actually looking for. On the same week, I also went to the Mercedes-Benz career fair at APU. At the career fair, I was assigned these tasks:

- Help all the staff doing the setup (banner, backdrop, table, and videos)
- Help students by giving an explanation about Mercedes-Benz.
- Held some games with Tihani for the students.

4.0 Swot Analysis



4.1 Strengths

4.1.1 Strong brand reputation

Mercedes-Benz's status as one of the most popular and significant brand names of this era requires little justification. This company quickly comes to mind when thinking of top-tier luxury automobiles. Mercedes-Benz is synonymous with excellence, luxury, and strength. The company's long history of innovation, engineering prowess, and exceptional design have all contributed to its solid global reputation. The brand value has increased by 10% since 2021, reaching \$56.103 billion.

4.1.2 Loyal customer's base

One of the main reasons is the superior build and dependability of cars. Mercedes-Benz is known for producing high-quality, durable cars, so owners can depend on them for a long time. Mercedes-Benz furthermore offers a wide range of vehicles that suit different lifestyles, allowing owners to discover a car that suits their requirements. For instance, according to a study from Customer Experience Management to Leverage Customer Loyalty in the Automotive Industry, it is stated that the new Mercedes me service brand offers personalized solutions for customers that go far beyond just selling cars. The customer is certainly the focus here, and the goal is to keep customers for a long time and grow the business. (Scherpen et al, 2018). Additionally, Mercedes-Benz offers top-notch customer service and a thriving owner community, making it easy for owners to connect with others who share their enthusiasm for the brand. Finally, Mercedes-Benz cars are generally viewed as status symbols, and owning one can make you feel proud and successful.

4.2 Weaknesses

4.2.1 Strong competition

Mercedes receives a lot of competition because it is a well-known luxury car company with a good track record of making high-quality luxury cars. Since its founding more than a century ago, Mercedes has built a loyal customer base of people who like how reliable, fast, and luxury its cars are. Also, there are a lot of other companies trying to get a part of the luxury car market, which is a very competitive business. BMW, Audi, and Lexus are some of Mercedes's most well-known competitors, but there are many other luxury car brands that also compete in this market. For example, from news article Motor1.com it is stated that "Today, BMW and Mercedes-Benz are the most popular premium car brands in the world. Many motorists aspire to own something from these companies, and it shows in the sales stats. Combined, they sold nearly 4.3 million vehicles in 2021, accounting for 40 percent of global premium and luxury vehicle sales." (Munoz, 2022)

4.2.2 Cost

Mercedes is a luxury car company, therefore its cars often cost more than those of its competitors. Because of this, it may be hard for Mercedes to persuade people who concern about price and value. Even though Mercedes cars are great in terms of quality, reliability, and luxury features, some customers may choose to buy a less expensive car from a competitor, such as BMW, Audi, or Lexus. Mercedes' market share may also be limited by the price of its cars, especially in developing countries where buyers may be more price conscious. Mercedes has loyal customers who are willing to pay more for the quality and image of the brand, but it may be hard for the company to attract new customers who are more price conscious. For instance, "Mercedes is hiking the prices even of entry-level models like the A-Class hatchback. Drivers are increasingly only able to buy versions of the car with bells-and-whistle options as standard". (Wilkes et al,2023.) Overall, Mercedes' high prices show how committed the brand is to quality and luxury, but they can also be a barrier to entry for some customers, which could limit the company's growth in some areas.

4.3 Opportunities

4.3.1 Electric vehicle market

Mercedes-Benz has a lot of potential to grow in the electric car industry because there is a growing need for ecologically friendly and sustainable transportation solutions. For example, according to New Strait Times, The EQE is a great choice for current customers because it has a dynamic driving experience and a wide range of Connected Services. We find a balance between innovation, emotion, and sustainability, and we are constantly working to cut CO2 emissions. (Ng, 2023). More consumers are looking for environmentally friendly alternatives to conventional cars with internal combustion engines as governments across the world keep implementing stronger emissions restrictions to address climate change. Mercedes-Benz can increase its electric vehicle lineup's market share and win over consumers who care about the environment by appealing to the rising electric vehicle industry. Mercedes-Benz can continue to create and introduce innovative, cutting-edge features that distinguish its vehicles from the competition as electric vehicle technology develops and becomes more widely used.

4.3.2 Emerging Markets

For Mercedes-Benz, entering new international markets—particularly those in Asia and other developing regions—represents a huge development opportunity. Automakers are aiming to expand into new regions to encourage growth as existing markets like Europe and the United States become more saturated. Emerging markets like Asia and other developing nations represent some of the largest and fastest-growing marketplaces in the world. Mercedes-Benz already has a substantial footprint in Asia because of its factories in China and India as well as its extensive sales and service networks. According to Ola, he stated that For Mercedes-Benz, China is a crucial market that last year contributed 37% of the brand's overall sales and 18% of its revenue. (Anderson, 2023) The rising demand for premium cars among the growing middle class in the region is one of Mercedes-Benz's main areas of attention in Asia. Mercedes-Benz has a large market opportunity as more consumers in Asia can afford luxury goods like automobiles as disposable incomes rise. In response, the business has released new models and features that are suited to Asian consumers' desires, such as long-wheelbase variations of its sedans and cutting-edge infotainment systems that take local preferences into account.

4.4 Threats

4.4.1 Intense competition

Mercedes-Benz faces strong rivalry from other expensive car manufacturers like Lexus, BMW, and Audi. The latest versions of the BMW 5 Series and the Mercedes-Benz E-Class, which made their respective global premieres a month apart, have been competitors for decades. While both appear to be the most technologically advanced iterations yet, each one approaches electrification and overall design differently. (Chan,2024). These businesses, which directly compete with Mercedes-Benz for market share in the luxury vehicle market, are all well-known names with a solid reputation for building upscale, high-quality automobiles. Mercedes-Benz must keep innovating and setting itself apart from its rivals if it wants to stay competitive. This implies adding unique features and improving technology that make its cars stand out from the competition and appeal to customers. Mercedes-Benz has already put a lot of money into electric car technology, cutting-edge safety features, and infotainment systems to set itself apart from its competitors. Aside from that, Mercedes-Benz needs to keep spending money on marketing and growing its brand to stay at the top of the luxury car market. This means making the brand more well-known, getting customers to maintain a relationship with you, and building strong ties with dealers and other partners.

4.4.2 Economic fluctuations

Changes in the economy are a big risk for Mercedes-Benz since they could affect how much people can spend and how much demand there is for expensive goods. During economic downturns or times of uncertainty, people may be less willing or able to spend money on expensive luxury cars. This is because according to Asger Lau Andersen from Journal of Economics (Andersen, 2022), “There must be a decrease in total spending by consumers when activity in some economic sectors slows.” This can lead to less demand and fewer sales for companies like Mercedes-Benz. Changes in the economy can also influence production processes and supply chains, making prices go up and causing problems in the supply chain. This could affect the business's ability to make money and meet customer needs. Mercedes-Benz also needs to focus on building a strong brand and customer base that can handle changes in the economy. Even when the economy is bad, Mercedes-Benz can keep people interested in its products by building a loyal customer group and keeping a good brand image.

5.0 Sustainability in Mercedes-Benz Malaysia

For Mercedes-Benz, sustainability means always making sure that customers, workers, investors, business partners, and society as a whole all obtain something out of what we do. For instance, from The Options news, the CEO of MBM said that sustainability makes a big difference, changing how the business works, and looking at the whole value chain to see where it can make a big difference for a better future. Ambition 2039 shows how Mercedes is working to make the world a better place for the future. The goal is to make all its new car's carbon-neutral over the whole value chain.

In Mercedes-Benz, sustainability is a big part about the way Mercedes-Benz operates business, and the company has taken several steps to lessen its impact on the environment, promote social responsibility, and make sure its business is sustainable. The Sustainable Development Goals, also known as the SDGs, are a set of 17 global goals that were made by the United Nations in 2015. Here are some ways Mercedes-Benz is helping to reach the SDGs:

- **SDG 8: Decent Work and Economic Growth:** The Group develops and implements a risk-based management strategy to respect and protect human rights throughout its business entities and supply chain. Thus, the Mercedes-Benz Group contributes to the creation of humane working conditions. Through its production and large number of purchases, the Mercedes-Benz Group creates opportunities around the globe.
- **SDG 9: Industry, Innovation, and Infrastructure:** Through digitalization and electrification, the Mercedes-Benz Group is developing the sustainable transportation of the future, achieving goals such as producing safer automobiles and assisting the environment. It can also demonstrate how digital innovations can benefit individuals and society.
- **SDG 11: Sustainable Cities and Communities:** With its vehicles, data-based solutions for increased traffic safety or improved traffic flow, and multimodal connectivity, the Mercedes-Benz Group contributes to sustainable mobility in densely populated urban areas.

6.0 IR 4.0 in Mercedes-Benz Malaysia

Industry 4.0, which is also known as the Fourth Industrial Revolution (IR 4.0), is the application of advanced technologies like artificial intelligence, the Internet of Things, and robots in manufacturing and production processes. Mercedes-Benz has been applying IR 4.0 technologies and practices to improve its manufacturing and production processes and to make the customer experience better. Here are some examples of how IR 4.0 is being used by Mercedes-Benz:

- **Smart factories:** Mercedes-Benz is using technologies like automation, robots, and artificial intelligence to make its factories more efficient and improve the quality of what they manufacture. In the company's Sindelfingen plant in Germany, for example, smart technologies like digital production control, self-driving transport systems, and smart robots have been used to make the production process more efficient and less prone to mistakes.
- **Digitalization:** Mercedes-Benz is using digital technologies to enhance the customer experience and make business operations run more easily. The company's "Mercedes me" digital platform, for example, gives customers access to a few services and features, such as remote car control, personalized suggestions, and real-time traffic information.
- **Sustainability:** Mercedes-Benz employs IR 4.0 technologies to aid the environment and become more sustainable. For instance, the company's "smart factory" technologies aim to reduce waste, conserve energy, and have a smaller impact on the environment. Mercedes-Benz uses digital technologies to support environmentally favorable modes of transportation, such as electric and autonomous vehicles.

7.0 Conclusion

Mercedes-Benz is a famous and well-known vehicle manufacturer. It is well-known for manufacturing luxury, high-quality autos. With manufacturing sites in several countries and a global presence, the company offers a diverse range of products and has a strong financial footing. Mercedes-Benz must deal with a number of difficulties, including severe rivalry from other luxury automotive manufacturers, the need to adapt to changing customer preferences and environmental rules, and economic disturbances that may impact demand for luxury automobiles. However, the company has an established history of developing fresh ideas and putting them into action. To remain competitive, the corporation has invested in innovative technology such as electric vehicles. Mercedes-Benz has a lot of space for future growth and expansion, especially in rising countries like Asia and Latin America. Mercedes-Benz may achieve long-term growth and a higher market share by expanding into these markets and developing products and features tailored to local consumers' tastes. Despite the dangers and problems that the company faces, Mercedes-Benz has showed an outstanding ability to produce new ideas and react to market changes. Mercedes-Benz is well-positioned to continue dominating the luxury car industry for many years to come due to its focus on brand building, innovation, and strategic growth.

Furthermore, there are a few suggestions that Mercedes-Benz Malaysia might put into action in order to improve and remain competitive in the Malaysian market. MBM, for example, can improve the following customer experiences: Mercedes-Benz Malaysia can improve the customer experience by offering personalized services such as customized financing and after-sales assistance. Furthermore, the corporation may invest in technology to improve consumers' online experiences and make services more accessible. Aside from that, Mercedes-Benz Malaysia can concentrate on producing more environmentally friendly products and business practices in order to cater to the rising market of environmentally concerned consumers. In order to offer electric and hybrid automobiles in Malaysia, the corporation could invest in research and development.

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9.0 APPENDICES



Figure 5: First day of internship at MBM

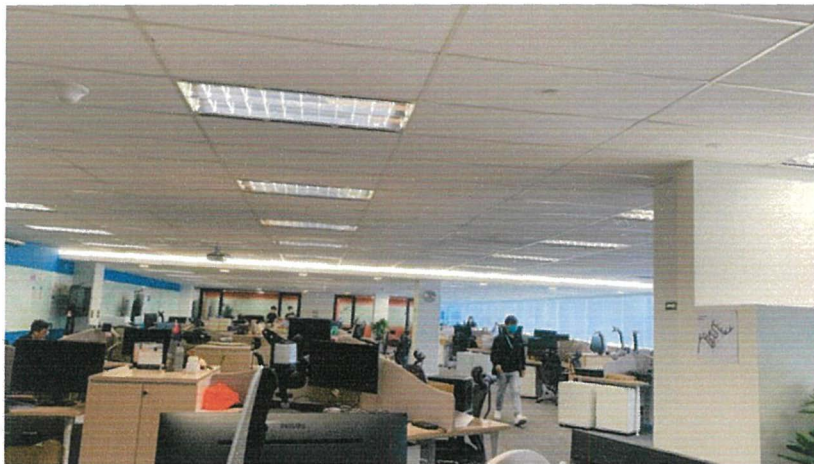


Figure 6: Inside MBTI department office

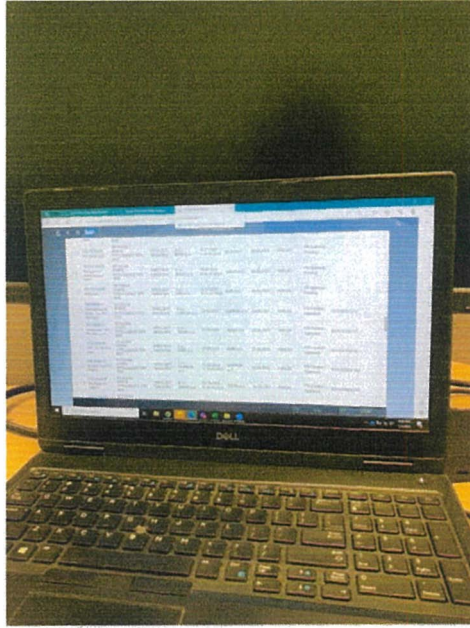


Figure 7: SAP task

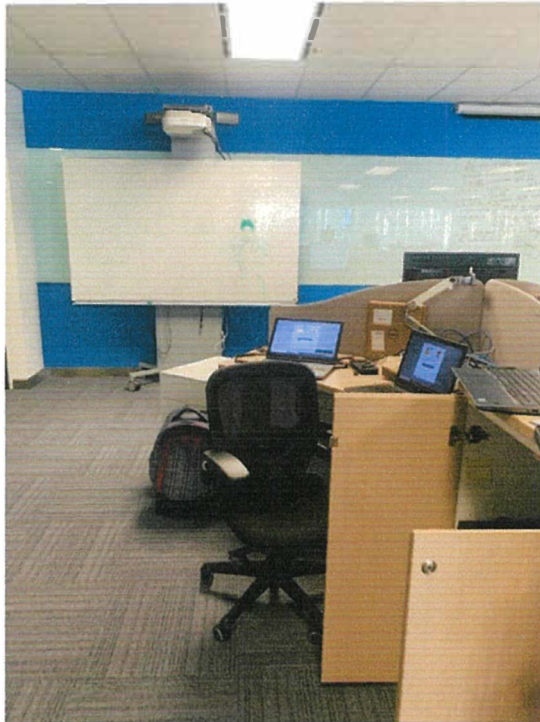


Figure 8: my desk in office



Figure 9: meeting with Fabian from German

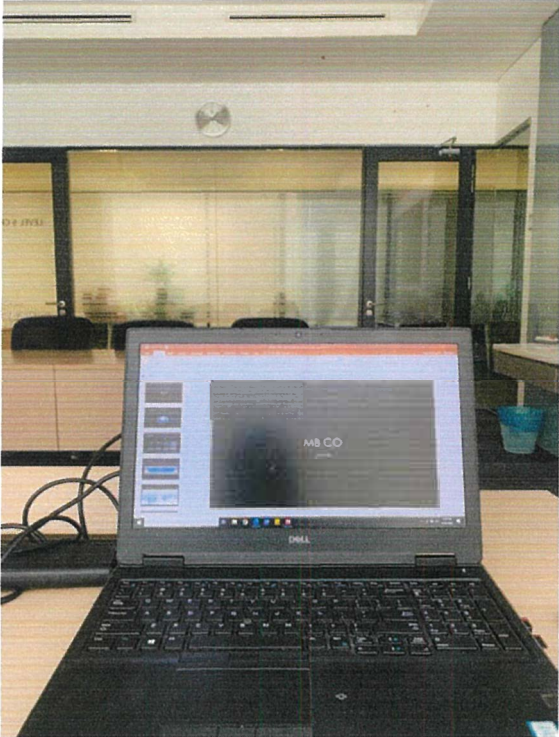


Figure 10: attend meeting with managers



29 th March 2023 @ Wisma MB Level 1, Townhall	
Time	Agenda
09:00am	Opening speech by CEO
09:15am	Introduction to HR by Carishah Syazreen - 30 mins
09:45am	Introduction to Medical Provider - 15 mins
10:00am	Introduction to IT & Cyber Security by Arewar Muhammad - 15 mins
10:15-10:30am	Short Coflex Break
10:30am	Introduction to "Down & Safety" by Zukepli - 10 mins
10:40am	Introduction to Compliance by Farahah Razali - 10 mins
11:00am	Introduction to Legal by Cheyenne Chan & Video play - 10 mins
11:25am	Introduction to ISO9001:2015 by Md. Tahir Said - 35 mins
12:05 - 1:45pm	Lunch Break
2:00 - 5:00pm	Dealer Visit



Figure 11: Induction program at Damansara Cyle&Carriage



Figure 12: Townhall Workshop at Sunway Hotel Resort



Figure 13: with Kai(German manager) at his farewell party

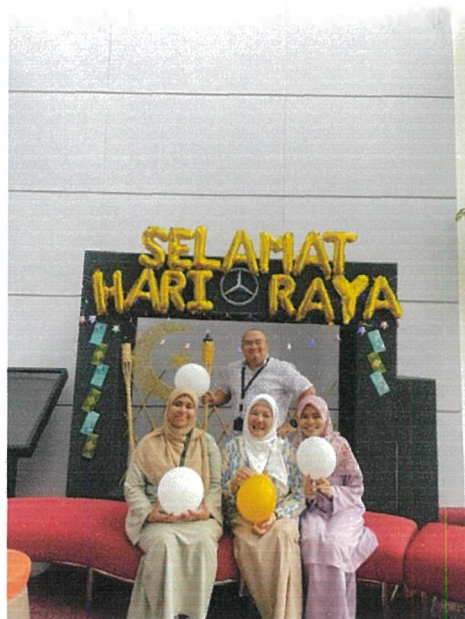


Figure 14: Hari raya picture with supervisor and Tihani

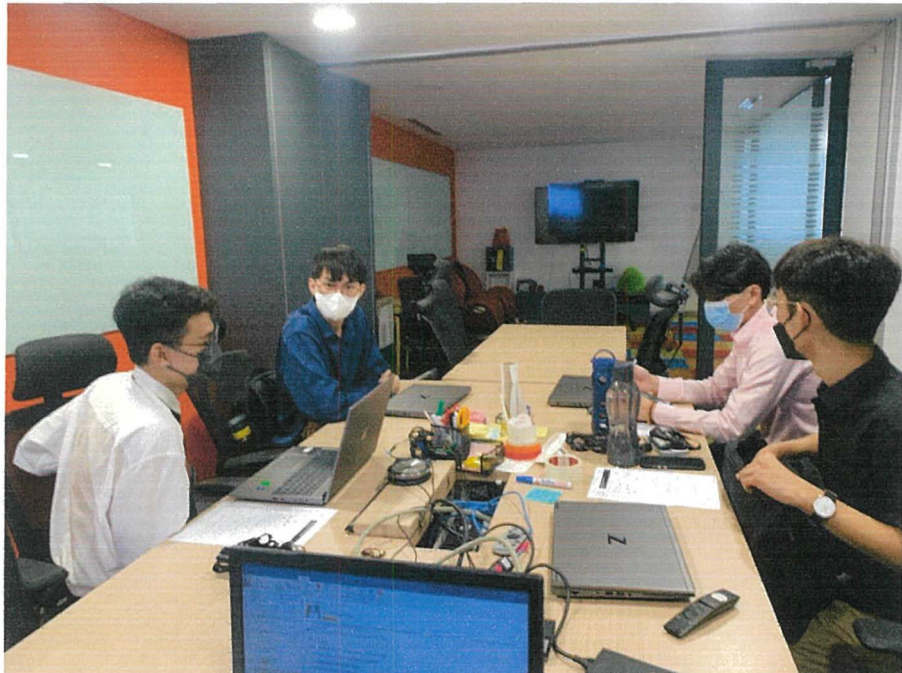
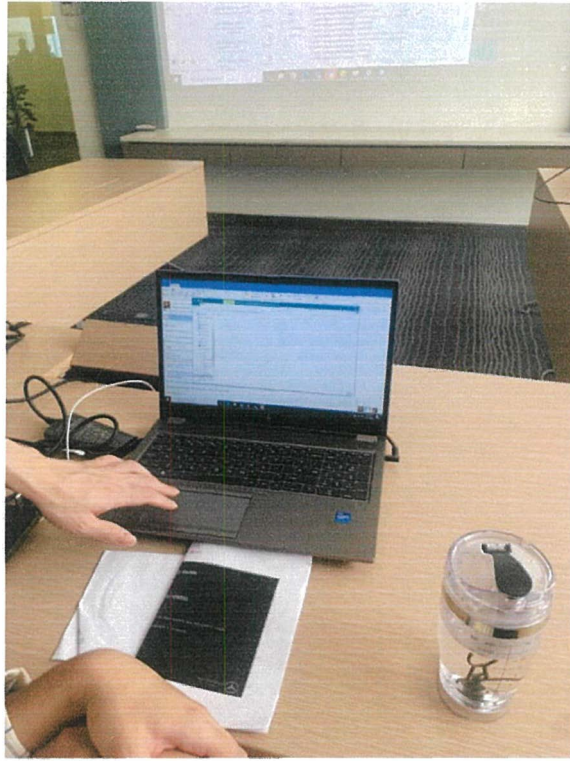


Figure 15: Onboarding introduction with new joiner



Figure 16: attend talk during HR open day



Figure 17: with managers at MBTI career fair

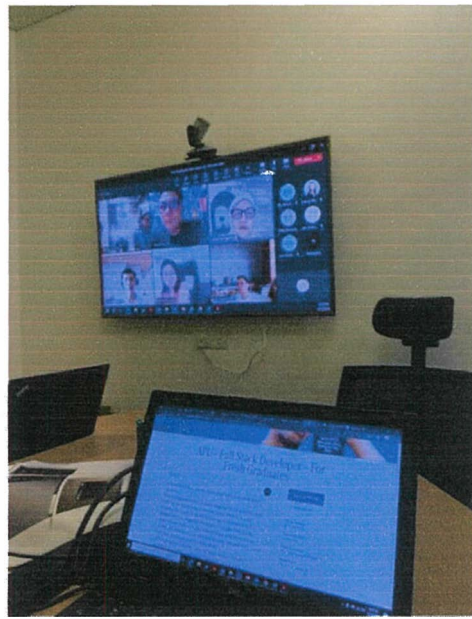


Figure 18: MBTI's Career Fair at APU