



UNIVERSITI
TEKNOLOGI
MARA



Mercedes-Benz

INDUSTRIAL TRAINING REPORT

FARAH NURIN SOFEA BINTI MOHD ILAS
2021119747
BA 242
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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 (VVCIA) Won 4 th place for Virtual Video Competition Investment Ace (VVCIA)	
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 Powerpoint	Advanced Microsoft Excel	Advanced Adobe Photoshop	Advanced Intermediate	Adobe Animate Adobe Premiere Pro	Beginner Beginner
LANGUAGE	Malay	Native Speaker	English	Highly Proficient			

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