



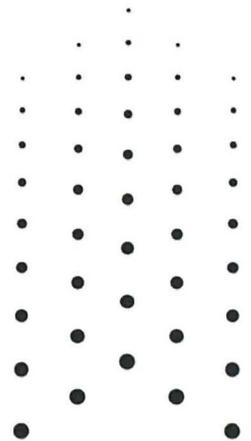
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INDUSTRIAL TRAINING REPORT

THE DETERMINANTS THAT INFLUENCE THE GROWTH OF BAN LEE HENG MOTOR SDN BHD



Prepared by :

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2021112037

Bachelor Of Business

Administration (Hons) Finance

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Ban Lee Heng
Motor Sdn. Bhd

EXECUTIVE SUMMARY



"An internship is not just a stepping stone; it's a launch pad that propels you towards your dreams and prepares you for the journey ahead." Industrial training is the gateway to practical knowledge and hands-on experience, where theory meets reality, shaping students into a skilled professional and empowering students to excel in the world of industry.

This phrase is appropriate for characterising an exciting and meaningful experience during my 6-month industrial training from 1 March 2023 to 15 August 2023 at Ban Lee Heng Motor Sdn Bhd in the Account Department. The internship program aimed to provide an in-depth understanding of accounting operations, financial processes, and the overall functioning of the organization.

This report includes a summary of the firm as well as my internship experience. An introduction to the overall firm background, including the vision and mission, organisational structure, and products provided. I have also included an updated version of my résumé that includes the details of my internship experience. I have included my training perspective in the following section, where I go into greater detail. Thus, I have written an observation regarding the company, which identified the company's SWOT analysis in terms of its strengths, weaknesses, opportunities, and threats. Additionally, there are recommendations and deeper explanations of the discussions.

In conclusion, the internship at Ban Lee Heng Motor Sdn Bhd's Account Department was a rewarding experience, providing valuable insights into accounting practices and the automotive industry. The intern's time at the company significantly contributed to their personal and professional development, and they express sincere gratitude to the organization and the team for their support and guidance throughout the internship.



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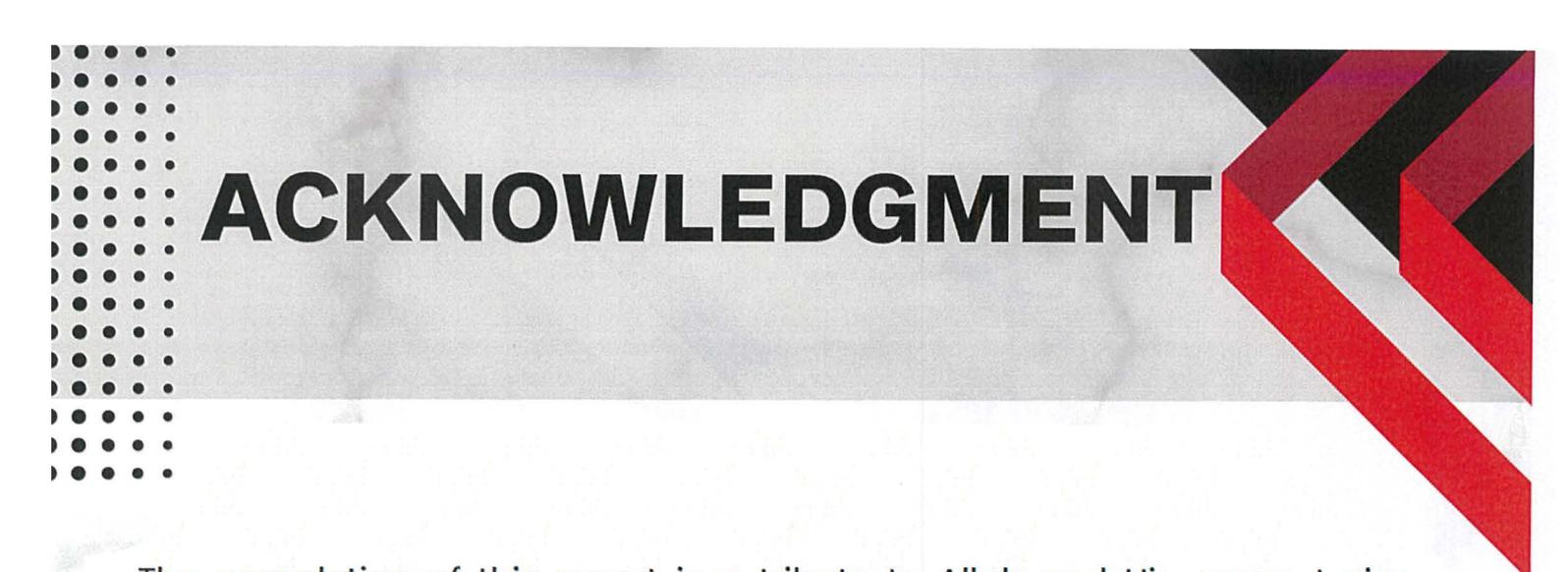


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ACKNOWLEDGMENT

The completion of this report is a tribute to Allah and His grace. I give thanks to God for all the chances, difficulties, and resources that have allowed me to finish the tasks. Throughout this process, I gained a lot of knowledge about myself on both an academic and a personality level. I owe the most sincere thanks to the holy Prophet Muhammad (Peace be upon him), whose model of living has provided me with constant direction.

I want to start by sincerely appreciating my adviser, Madam Nor Aizan Mohamed for her guidance, encouragement, and moral support throughout the completion of this report. Thank you so much for your patience and kindness in dealing with my queries and concerns this semester, and for providing me with a wealth of knowledge during the report's implementation. My entire family has my sincerest gratitude. Without their support, it would not have been feasible to write this report.

I would also like to thank my industrial supervisor, Madam Casie and Puan Ainee for their advice, patience, and most importantly, for giving me the opportunity to complete my report. Finally, I would like to express my heartfelt gratitude to the all staffs of Ban Lee Heng Motor Sdn Bhd for being so helpful and supportive in providing me with the information and knowledge that I required for my report.

I had a fantastic chance to learn and advance my career during my internship with Ban Lee Heng Motor Sdn Bhd . I therefore think of myself as a fortunate person because I was given the chance to take part in it. Having the opportunity to meet so many wonderful people and professional who guided me through this internship period makes me grateful as well. I consider this opportunity as a significant turning point in my professional progress. In order to achieve my intended career goals, I will make every effort to utilise newly gained knowledge and skills to the greatest potential feasible and to keep working to improve myself.

KHAIRUNNISA BINTI SUHAIMI



PROFILE

To establish a career in industry field, need to practice my knowledge, creativity, administrative and leadership skill. I always learn how to improve my abilities towards better future and professional career. I should have outgoing personality, good presentation skill and ability to communicate effectively and professionally.

EXPERIENCES

- 2020 NCJ GLOBAL SDN BHD - ADMIN CLERK
- Responsible in filing documentation
 - Manage in social security and KWSP payments.
 - Prepare employees monthly salaries
 - Prepare quotations and invoices.
- 2021 IWANI NIAGA - SALE MARKETER (Part time)
- Assisted in sale activities as well as marketing campaigns to promote the company products and services.
- 2022 UiTM CAMPUS BANDARAYA MELAKA
- DEGREE STUDENT IN FINANCE
- Organiser of Bring To Light The Investment Portfolio as bureau technical in managing the event's flow by handling the slide show.
 - Organiser of Hotel Professional Etiquette as bureau special task which responsible of providing QR code certifications and questioner for the event.
 - Organiser of Finance & Innovation Competition as bureau invitation which responsible for coordinating and distributing the invitation letter to the lectures and the VVIP.
- 2023 BAN LEE HENG MOTOR SDN BHD
- INTERNSHIP IN ACCOUNT DEPARTMENT
- Responsible for monthly reconciliation of the general ledger including preparation data entries.
 - Responsible in make transactions and verify payment.

EDUCATION

UiTM BANDARAYA MELAKA

2021 - 2023 | Bachelor of Business Administration (Hons.) Finance

UiTM ALOR GAJAH MELAKA

2018 - 2020 | Diploma in Business Study (Banking)

SKILLS

- Trustworthy, self-discipline, hardworking & multi-tasking.
- Able to work independently and could give good cooperation in teamwork.
- Willing to try new things and interested in improving efficiency on assigned tasks.
- Good communication and writing skills.

ACHIEVEMENTS

- Won 2nd Place in Bring To Light The Investment Portfolio (2022)
- Won Bronzer Finance & Innovation Competition
- Dean's list semester 4 - degree
- Dean's list semester 5 - diploma

REFERENCES

Miss Nur Haslinda Binti Hashim

Position | Program Coordinator Ba242
Faculty Business And Management
UiTM Kampus Bandaraya Melaka

COMPANY HISTORY



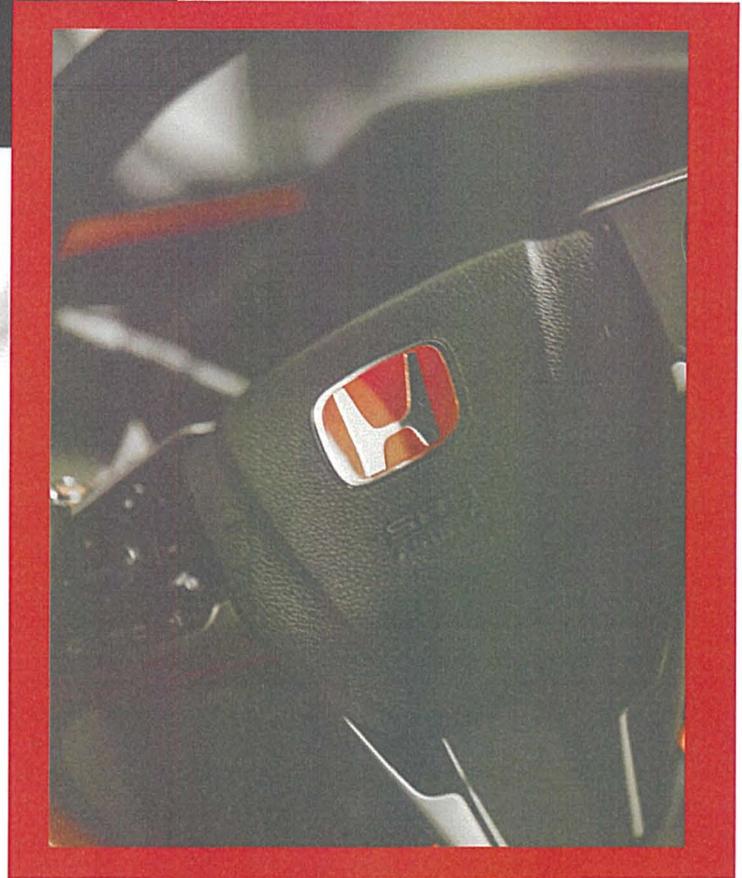
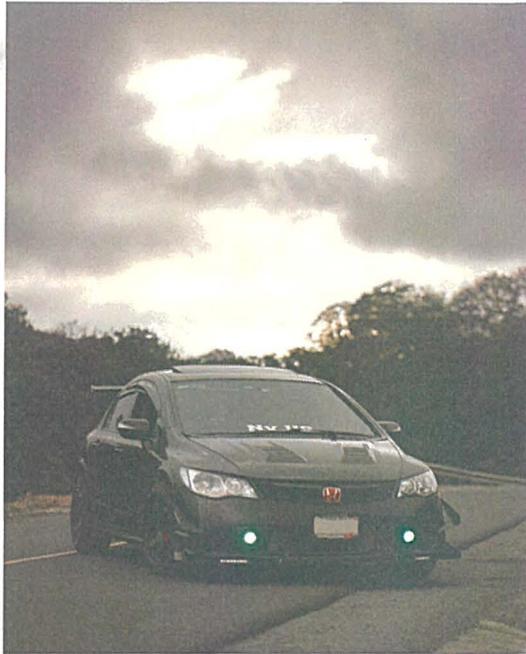
Ban Lee Heng Motor Sdn. Bhd. is the sole Honda 4S Dealership in Negeri Sembilan. It is one of the famous Honda showrooms in Seremban. The business is operating at No. 381, Jalan Haruan 2 Oakland Industrial Park Seremban 2, Negeri Sembilan. Ban Lee Heng Motor Sdn Bhd was founded for the first time on August 3, 1976 and was appointed as Authorised Honda Dealers.

Dato' Ng Chee Peng was a founder of Ban Lee Heng Motor Sdn. Bhd. He was born in the Chinese city of Putian and moved to Malaysia with his parents at the age of 10 years old. Since he was in his teens, he had been an apprentice bicycle mechanic in the city of Kuala Lumpur and he had also been in the motorbike industry for about twenty years. He saw an opportunity in the vehicle industry when the demand for vehicles keeps increasing. Therefore, with his experience and passion in motor vehicles he decided to enter the world of automobiles (Honda, 2023)

In the year 2010, Mr. Johnnie Wong Teck Won, the son of the company's late founder, officiated the inauguration of the first purpose-built Honda 3s Centre. The 3s Centre has a client lounge, a coffee corner, and a service facility with 36 service bays in addition to its five-car display showroom. This iconic building became the first step taken toward achieving the business goal of providing excellent customer service. Moreover, the company extended the services by including a facility for body and paint repairs at Green Technology Park in Seremban 2. Body and paint repair are handled with the vehicles belonging to unlucky customers that have been damaged in accidents. They were restored and repaired to the highest standards that Honda has established. Currently, the company serves the motor vehicle and motor vehicle spare parts and supplies merchant wholesalers' business.

VISION

MISSION



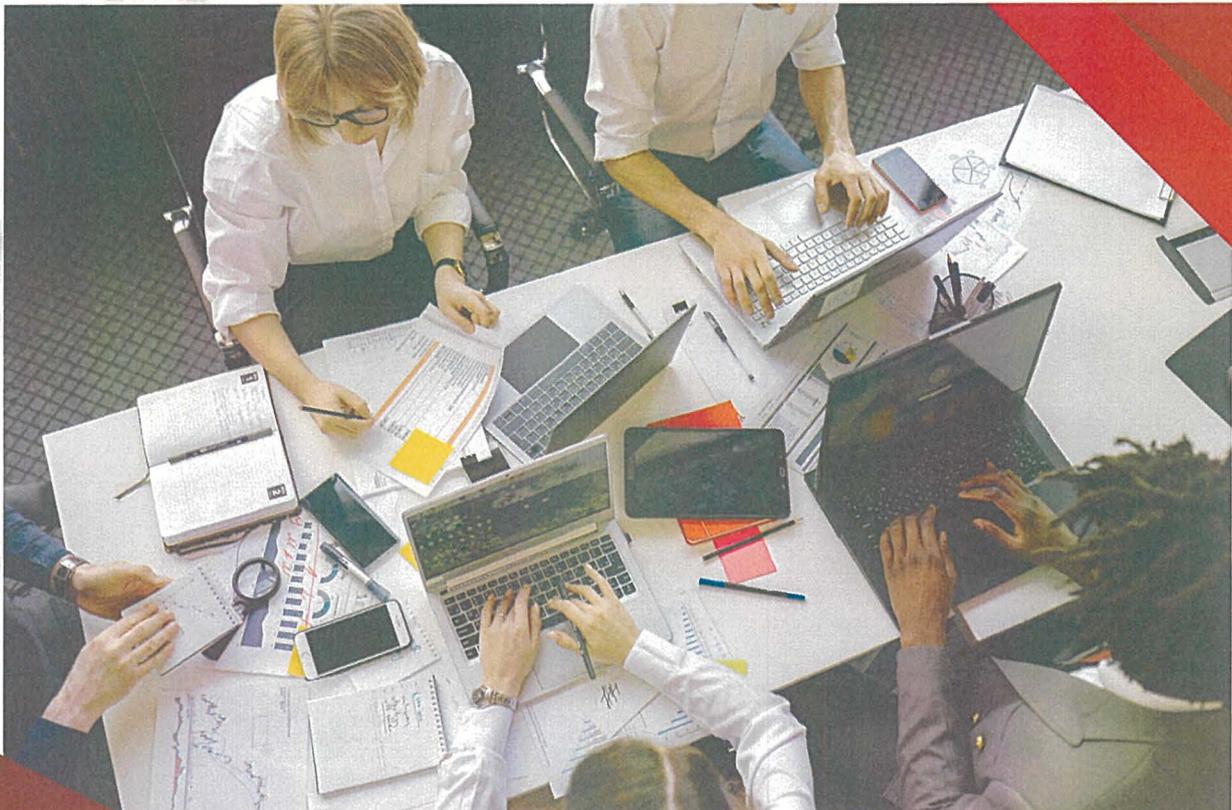
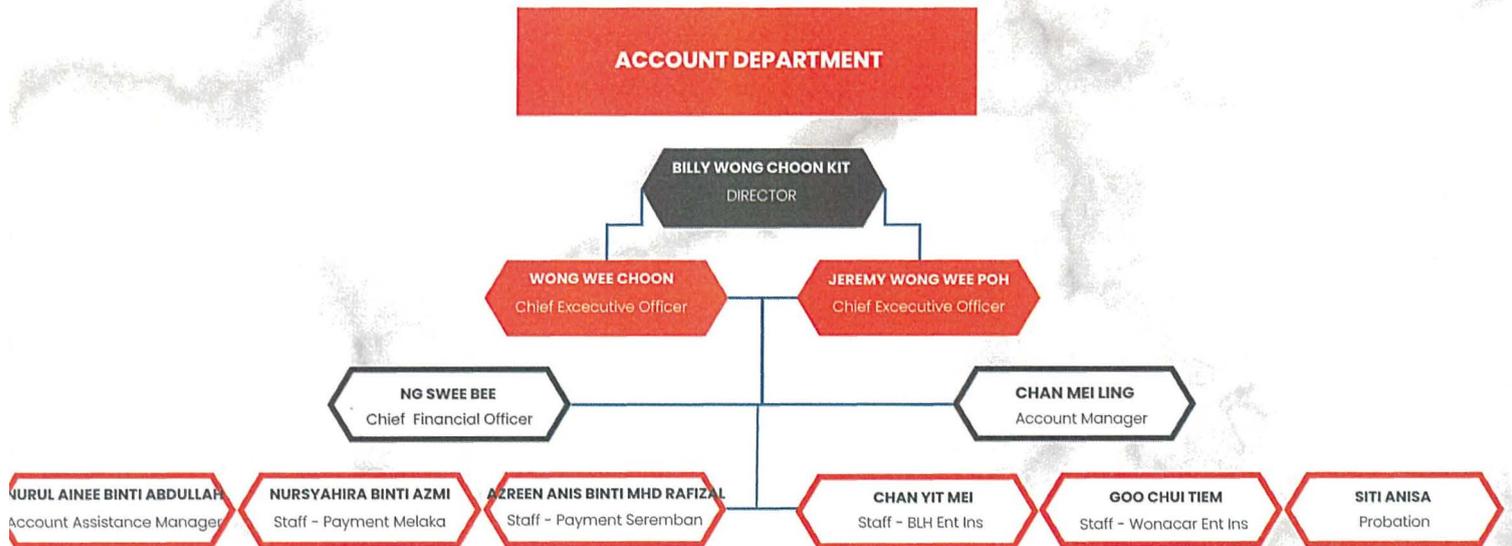
VISION

Honda Malaysia adheres to the principles of the 2030 Vision. Serve people worldwide with the "joy of expanding their life's potential". Lead the advancement of mobility and enable people everywhere in the world to improve their daily live

MISSION

Honda Malaysia has always been loyal to the principle of their mission which is maintaining a global viewpoint and dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction.

ORGANIZATIONAL CHART



PRODUCTS & SERVICES

Honda Malaysia is the Malaysian subsidiary of Honda Motor Company, Ltd. It is one of the country's leading automotive brands, offering a comprehensive range of products and services to meet the demands of Malaysian consumers.

Honda car models

It offers a comprehensive lineup of cars, ranging from compact cars to SUVs and sedans. Some popular models as of 2023 include:

- Honda Civic: A well-known compact sedan known for its reliability and performance.
- Honda City: A popular subcompact sedan, ideal for city driving.
- Honda HR-V: A compact SUV with a stylish design and practical features.
- Honda CR-V: A versatile midsize SUV, offering comfort and ample space.
- Honda Accord: A midsize sedan known for its comfort and advanced technology.
- Honda City hatchback: A compact hatchback, known for its fuel efficiency and spacious interior.



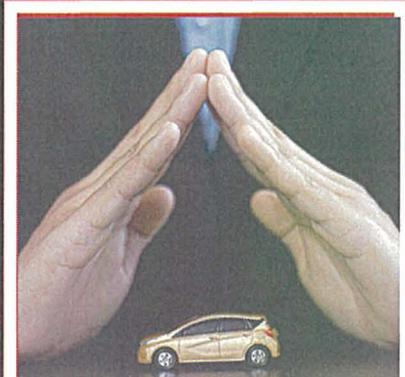
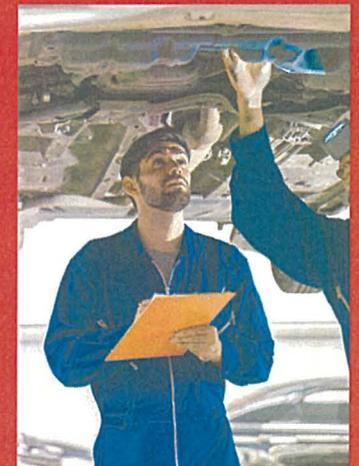
After-sales services

Ban Lee Heng Motor Sdn Bhd provides a range of after-sales services to ensure customer satisfaction and vehicle maintenance.

- Regular Maintenance: offer scheduled maintenance services, including oil changes, filter replacements, and tire rotations.
- Warranty and Service Packages: provides warranty coverage for new vehicles and offers various service packages to suit customers' needs.
- Genuine Spare Parts: ensure the availability of genuine spare parts to maintain the performance and safety of vehicles.

Insurance Package

- Ban Lee Heng Motor Sdn Bhd offer considerable insurance coverage and other advantages to the Honda car owners.
- There are 2 subsidiaries' company that handling insurance which are Wonacar Enterprise and BLH enterprise. These two companies are covering Tokyo marine Liberty, and Zurich insurance.



TRAINING'S REFLECTION

First and foremost, I would like to express my heartfelt gratitude for the invaluable intern training experience I had at Ban Lee Heng Motor Sdn Bhd. which ran from March 1, 2023, to August 15, 2023. I worked very hard to finish a long 24-week job in the automobile services business. My department operation hours start at 8:30 a.m. to 5:00 p.m., from Monday to Friday and 8:30 a.m. to 1:00 p.m. on Saturday. It has been challenging for me to blend in with the environment and learn new things at the company, but it has also been exciting considering BLH Motor Sdn Bhd is one of the most famous Honda dealerships in Seremban.

Department roles, responsibilities, assignment and task.

I was assigned to complete my training under the account department which functions in managing and controlling all financial flows of the company. Under this department there are 7 employees (including the department manager) and they have been given job scoops to each employee. Basically, this department processes all payment transactions to suppliers, brokers and makes refunds to the customers. They also paid all the company's operating costs, dealing with the purchase of new cars and managed all matters related to the company's assets, taxes, and debts. Moreover, this department is also responsible for collecting and filing all documents such as company policy, utilities bill, rental tendency, invoices, payment vouchers, merchant receipts for audit purposes.

In addition, since I am an intern working on a variety of tasks, my manager, Madam Casie assigned me to work under Puan Nurul Ainee, an assistant manager in the account department supervising me. She always teaches me and helps me to complete each task given. I had been provided with meaningful tasks that allowed me to apply the concepts I learned in a practical setting. Whether it was assisting with financial analysis, reconciling accounts, or preparing financial reports, every task contributed to my professional growth and enhanced my understanding of real-world accounting practices. Their patience and encouragement have made a significant impact on my learning experience.

TRAINING'S REFLECTION



Assist in filing documentation

My first task is handling filing documents. I learn how to organise and store the important documents in a systematic and easily retrievable manner. The purpose of arranging all this physical documentation in a logical order is to make it convenient to locate and access specific information when needed. Moreover, an efficient filing system helps to maintain the organisation to ensure regulatory compliance and facilitate smooth workflow within businesses and organisations. My duty is to photostat all the original document and categorise it according to the file based on its content or purpose. There are many categories of files such as financial records, legal documents, contracts, and customer information. I will compile all the documents related to the colour label, date, months, year and arranged in ascending order. I also had to transfer all the old documents that had been audited into a paper file.



Assigned in making payment

After more than a week I am handling filing documentation, I was given a responsibility to manage on the payment side. My job is to key in the purchase details, issue payment vouchers to make payment transactions on tax, utilities bills, broker fees, refund to customers, claims, invoices issued from supplier, purchase of new car and any other business expenses. Besides, before I can proceed with the payment, I must make sure that all the invoices have an authorised signature and all the details are correct. Plus, this payment needs to be done within a specified time period. Moreover, I must ensure that the transaction that I made has been successfully approved by the director to avoid any pending transaction.



Key in data and generate bank reconciliation

My next task is to key in data, issued invoices and receipts. Every first week of a month I need to issue an invoice for rental and inter company billing. Moreover, I am responsible to key the data on excise and JPJ for the car sales. Bank reconciliation needs to be done every day. I have to make sure all the cash transaction records need to be key in the OBM system and the bank balances are according to the bank statement.

BENEFITS GAINS



Allowances

I receive an allowance of RM 500 every month from this internship. Each intern needs to fill up their punch card every day as a record of attendance proof and need to return it to the human resources department at the end of the month. If the intern on mc or leave the allowance will be deducted.

Knowledge

Internships provide me with an unvaluable experience that brings me into the real working life environment of a particular industry. I had learned about business trends, market dynamics, the standard operating procedure (SOP) and rules regulation in the payment operation side. Moreover, gain exposure to real-world scenarios and challenges faced by professionals in the company, providing me with a practical understanding on how their industry operates.

Skill

This internship gives me the opportunity to observe and learn professional etiquette and workplace norms. Moreover, as I work with multiracial employees and am doing a variety of jobs, it has enhanced my soft skills in communication, teamwork, problem-solving and adaptability. I learn how to analyse challenges, think critically, and come up with a solution which this experience really helps me to apply my knowledge and skill to solve a real-world problem. This somehow has boost and build my confidence. In addition, I can handle my time management efficiently because all the tasks given are done before the deadlines. Thus, participating in industrial training has developed my technological skills because everything is using systems and computer-bas.

SWOT ANALYSIS

STRENGTH

- APPLY 4S CONCEPT SERVICES

Ban Lee Heng Motor Sdn Bhd is one of the dealerships using the 4S centres concept. 4S centres concept is a constituent of Honda Malaysia's policy where the company operates in 4 categories (sales, service, spare parts and body and paint services). BLH has a big showroom to display cars, waiting area for customers coming for service, a mini coffee corner to have tea and 36 bay at the service centre complete with all tools and machineries. Plus, it has a huge workshop that only operates for body and paint services. They handle damaged cars caused by accidents which affect the body of the car. Customers can enjoy all the facilities that are provided by the company (Honda, 2023)

Furthermore, the 4S concept has been trained to all the dealers of Honda Malaysia since its establishment as they want to provide a standard package of service and convenience to customers nationwide. Main purpose of this concept is to prioritise customer satisfaction while creating an enjoyable customer experience. When a purchase is made, there will be a life-long relationship with the customers. Therefore, it is utmost important for the company to nurture this long-term relationship by providing after-sales services at their highest quality. (Automotive management network, n.d.)

RECOMMENDATION

- EMPHASISING THE SERVICE QUALITY AND OFFER DIGITAL SHOWROOMS

Ban Lee Heng Motor Sdn Bhd can grow the 4s concept by emphasising the service quality. Concentrate more on providing high-quality services and using the customer feedback to enhance service offering will maintain the customer loyalty. Moreover, company's can offer digital showrooms which allow customers to explore car models, view 360-degree image and request test drives online. This will empower customers with more information before visiting the physical dealership and enhance customers' buying experience.

SWOT ANALYSIS

STRENGTH

- STRONG BRAND RECOGNITION

Strong brand recognition is required for any successful business. It reflects the consumer's level of awareness and familiarity with a certain brand. Honda is a brand of car that is already well known. Honda is a very famous brand, because of the technological sophistication of the engine used. Besides, it always comes out with nice features by following the market trends and makes the customers interested with the brand. (sandra maria correira loureiro, 2017)

However, Ban Lee Heng Motor just acts as a dealer selling Honda vehicles. How it boosts the name of Ban Lee Heng Motor, is by word-of-mouth where the customers share their positive buying experiences. Here, customers will be served by the sales advisor which are very knowledgeable, expert, trained and friendly. Customers have a chance to test drive the car which will make customers feel more confident and boost their trust thoroughworts the company by giving high ratings and good reviews. By tapping into emotions and aligning with customer's beliefs, dealers can maintain their relevance and continue to capture the attention and customers loyalty. (Kjellberg, 2018)

RECOMMENDATION

- KEEP MONITORING THE CUSTOMERS BEHAVIOUR AND BOOST MORE IN MARKETING ADVERTISEMENT

As a recommendation, Ban Lee Heng Motor can enhance their brand awareness by continuously monitoring the customers behaviour and boost more in marketing advertisement. The marketing department and all sales advisors are responsible to analyse the data and adjust with social media engagement and other relevant metrics as necessary to optimise on brand recognition strategy. Thus, company's need to build a favourable and long-lasting impression thoroughwort the customer by concentrating on providing value, engaging with target customers, and upholding a consistent brand identity (Kjellberg, 2018)



SWOT ANALYSIS

WEAKNESSES

- LACK IN MAINTAINING STAFF WELFARE

Ban Lee Heng Motor Sdn Bhd is very poor in maintaining and handling the staff welfare. There are lots of workplace politics, lack of recognition for achievements and discrimination. Physical, mental, and emotional well-being are only a few of the components of staff welfare that are covered. However, some of the staff at BLH have become so stressful, burnout and decline in overall health. These negative implications affect both employees and the whole organisation. When the well-being of employees is neglected, employees start to feel undervalued, unappreciated, and unsupported. This may result in a drop in motivation and morale, which lowers the productivity and quality of work (Tan, 2023). Staff that experience this situation has a high tendency to quit their job. In addition, the subordinates at Ban Lee Heng are dissatisfied with their compensation packages. The salaries offered are below market standard plus benefits such as panel hospital for healthcare and employee perks are nonexistent (azlan, 2021)

RECOMMENDATION

- IMPLEMENT POLICIES THAT PROMOTE WORK-LIFE BALANCE AND EXECUTE A COMPREHENSIVE SALARY REVIEW

The action can be made by the company to implement policies that promote work-life balance by introducing flexible working hours, remote work options and paid time off to the employees. As an understanding manager they should encourage the subordinates to go for holidays in order for them to recharge and keep a healthy work-life balance. Additionally, company's can execute a comprehensive salary review to ensure that employees receive their salaries fairly according to their coalification, experience and follow the industry standard. (Tan, 2023)

SWOT ANALYSIS

WEAKNESSES

- **INEXPERIENCED SERVICE TECHNICIANS**

Hiring inexperienced service technicians has come with a lot of difficulties and drawbacks for the company. It impacts the quality of service offered and customer satisfaction. Moreover, technicians that lack knowledge and skills, have low ability to detect and solve complex problems (amo, 2019)Based on customer reviews on Google Review for Ban Lee Heng, most of the problems on their vehicles that are issued by customers cannot be solved. Customers of Ban Lee Heng are always facing repeated problems with their vehicle. Other than that, customers are also dissatisfied about the slot booking for car service. One of the customers of Ban Lee Heng stated on Google Review that she needs to book the slot a second time because the first slot was cancelled without informing her. They also labelled Ban Lee Heng as the worst customer service provider. This issue has caused half of the customers to go to other service providers.

RECOMMENDATION

- **BALANCE THE NUMBER OF TECHNICIANS AND INVEST FOR TRAINING PROGRAMS**

Overall, one way for the company to overcome this obstacle is they need to balance the number of technicians with experienced and inexperienced technicians. This can help to develop the abilities and confidence of the technician's under proper supervision over time. Thus, company's also need to invest some money on training programs so it helps build their skills and at the same time maintain high service standards and customer satisfaction. (mayersohn, 2017)

SWOT ANALYSIS

OPPORTUNITIES

• SOCIAL MEDIA PLATFORM

Nowadays, social media brings great opportunities in the business if used effectively. Moving with fast-paced developments in online technology can improve a company's brand, boost a company's profile and possibly even win new business. By using social media platforms such as facebook, tiktok, instagram and twitter it will be easy for the company's to directly target customers with marketing campaigns and make full use of the platform to promote new products and services (jamid islam, 2018). Moreover, through strategic content creation and consistent engagement, Ben Lee Heng can significantly increase its target audience's brand awareness by displaying its automobile inventory, service centre facilities, and variety of services, the company can educate and inform potential customers about its offerings. This increased brand visibility increases the likelihood of being considered by individuals in the market for a new automobile or in need of automotive services.

Social media platforms provide an interactive space for direct communication with consumers, thereby enhancing customer engagement. Ben Lee Heng can interact with its audience by responding to questions, addressing concerns, and offering timely assistance. This personalised interaction fosters a sense of trust and dependability, enhancing the brand's reputation and fostering consumer loyalty. By actively listening to customer feedback and reviews, a business can identify areas for enhancement and make the necessary adjustments to increase customer satisfaction (briglia, 2020)

RECOMMENDATION

• PRIORITISE THE CREATION OF VALUABLE AND STRATEGIC CONTENT

Ben Lee Heng should ensure that he has a robust online presence on various social media platforms, including Facebook, Instagram, Twitter, and LinkedIn. Across all platforms, a consistent and professional branding strategy, including a distinct logo, detailed company description, and accurate contact information, should be maintained. This establishes credibility and makes it simple for potential customers to locate and connect with the business.

The company must prioritise the creation of valuable and strategic content for its social media platforms by sharing instructive blog posts that address customer pain points, offer expert advice on vehicle maintenance, and provide industry news and updates. Ben Lee Heng can establish itself as an authority in the automotive industry if it positions itself as a knowledgeable and dependable source of information. Moreover, visually alluring content, such as professionally captured photographs, engaging videos, and well-designed infographics, can increase user engagement and attract attention (Marketing Insider Group 2023)

SWOT ANALYSIS

OPPORTUNITIES

- **COMPETITOR INVENTORY SHORTAGE**

Firstly, when a competitor faces inventory shortages, it implies that they are unable to meet the demands of their customers promptly. This situation presents an opportunity for Ben Lee Heng Sdn. Bhd. to attract potential customers who may have been considering purchasing vehicles or utilising services from the competitor. The unavailability of products or delayed service delivery may cause frustration among customers, leading them to explore alternatives. Ben Lee Heng Sdn. Bhd., with its well-stocked inventory and efficient service centre, can capitalise on this situation by offering a reliable and accessible alternative to potential customers.

Moreover, the scarcity of inventory experienced by the competitor can result in a shift in market dynamics. With limited options available from the competitor, customers may perceive Ben Lee Heng Sdn. Bhd. as a more favourable and reliable provider of vehicles and services. This shift in customer perception can enhance the brand image and reputation of Ben Lee Heng Sdn. Bhd., positioning it as a trusted and preferred choice in the market. As a result, customers may develop loyalty towards Ben Lee Heng Sdn. Bhd., leading to increased sales and customer retention. (azlan, 2021)

RECOMMENDATION

- **IMPLEMENT A COMPREHENSIVE SYSTEM FOR DEMAND FORECASTING**

Ban Lee Heng Motor Sdn Bhd can Implement a comprehensive system for demand forecasting that incorporates historical sales data, market trends, customer preferences, and other relevant factors. This helps precisely predict future demand and plan inventory levels accordingly. Regularly assess and revise the forecast to accommodate fluctuating market conditions. Furthermore, company's can adopt the Just-in-time (JIT) principle to reduce inventory carrying costs while maintaining supply. JIT emphasises receiving inventory as near to the time of demand as possible, thereby minimising the risk of excess inventory or shortages. However, cautious coordination with suppliers is necessary to prevent supply disruptions (Marketing Insider Group, 2023)

SWOT ANALYSIS

THREATS

- **ECONOMIC UNCERTAINTY**

Being in the business of selling automobiles may be significantly influenced by economic uncertainty. When there is a lack of clarity about the state of the economy, customers have a tendency to be more conservative with their spending. Customers may postpone or limit their purchases of expensive goods such as buying new vehicles. Nevertheless, dropping in customers spending may indirectly influence the total number of vehicles sold by the dealer. Moreover, when the economy is unstable, banks become more cautious with lending and interest rates rise. It may become more challenging for prospective automobile purchasers to get loans or financing if financial institutions tighten their lending conditions. (World Bank, 2020).

RECOMMENDATION

- **BUILD LOYALTY PROGRAMS AND CREATING CUSTOMERS RETENTION PROGRAM.**

During a period of economic instability, developing strong connections with consumers is important. BLH can concentrate on building loyalty programmes, giving individualised experiences, and providing great customer service. For example, creating a customer retention program that provides advantages like discounted maintenance services, giving extra free merchandise or launching exclusive access to new car models will help keep current customers and promote repeat purchases even during a downturn in the economy. (Saidin, Mohd Mokhtar Saad, & Yusoff, 2018). Moreover, the company must closely monitor and update if there are any changes in regulation and policies such as tax policies, import regulations or government incentives. This can easily minimise disruptions caused by sudden policy changes and immediately can modify their business strategy.

SWOT ANALYSIS

THREATS

- **INCREASING COMPETITION**

The increasing amount of competition in the vehicle dealership industry may bring up both difficulties and opportunities. It is becoming increasingly important for auto dealerships to differentiate themselves from their competitors and offer distinctive value propositions as more dealerships enter the market and fight for customers. Increased competition raises customer expectations which customers have more choices and are likely to expect exceptional service, personalised experiences, and competitive pricing (The Edge Markets, 2021).

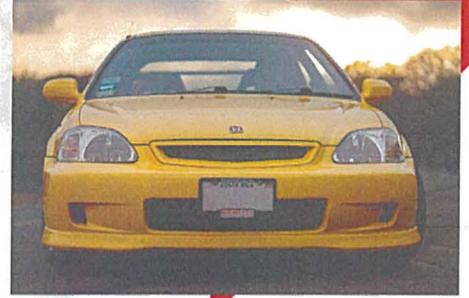
Car dealerships need to meet or exceed these expectations to stay competitive. Furthermore, in the automobile dealership industry, increased competition frequently drives the adoption of new technologies and innovative solutions. Dealerships must remain abreast of the most recent trends and invest in technologies that improve the customer experience, speed up operations, and increase productivity. A dealership that falls behind in technology may be at a disadvantage.

RECOMMENDATION

- **IMPLEMENT A CUSTOMER-CENTRIC APPROACH**

To overcome the increasing competition, BLH can implement a Customer-Centric Approach with Personalized services. Focusing on offering outstanding customer experiences and individualised services will help company's stand out from rivals as competition in the auto market grows. According to a Salesforce survey, 84% of customers believe that the experience a company offers is just as important as its products and services. (Salesforce research,2018). However, to better understand consumers' unique wants and preferences and to deliver solutions that are suited to their needs, the company must make additional investments in the training of its sales and service employees.

CONCLUSION



In a nutshell, this internship has been an excellent, challenging and rewarding experience. I can say with certainty that my experience at Ban Lee Heng Motor Sdn Bhd has taught me many things. The technical aspects of the job I have done are not flawless and could be improved provided enough time. As someone with no prior experience with automobiles whatsoever, I believe my time spent in learning, adapting with new jobs, and new culture was well worth it. Two main things that I have learned are the importance of time management skills and self-motivation.

As an intern, I have seen numerous things that can affect how well our organisation performs, and I've managed to produce a business SWOT analysis. This research is critical for the company because it allows companies to discover internal and external causes, highlight the positive and negative elements of the operations, and make adjustments.

Additionally, I may assess the current working environment, including what I anticipated and the reality of the situation, and I can make improvements to become a superior employee soon. My internship at Ban Lee Heng Motor Sdn Bhd provided me with the best opportunity to work hard and build the best future for myself with the knowledge and skills I acquired there. The definition and application of office system management and the working environment are better understood by me, and this can improve my capacity to analyse circumstances, communicate effectively, and generate work of the highest standard.

In conclusion, there are several ways that students might gain from industrial training. It did more than just provide a field study opportunity; it also helped the student become more competitive. The student can enhance how valuable they are. In the end, I can launch my career with the knowledge I have gained.



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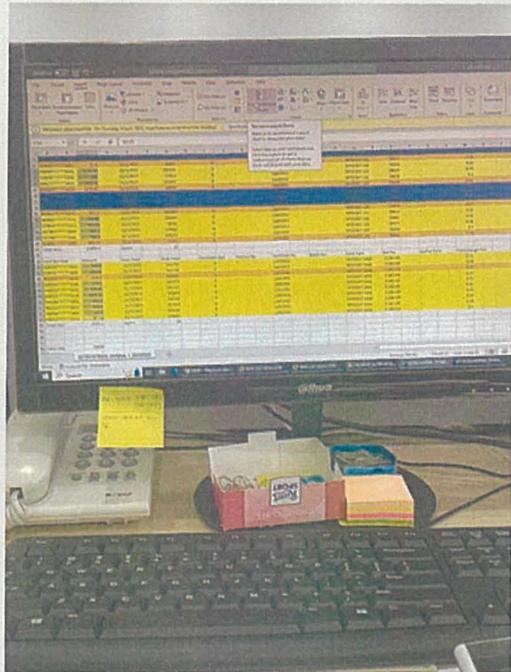
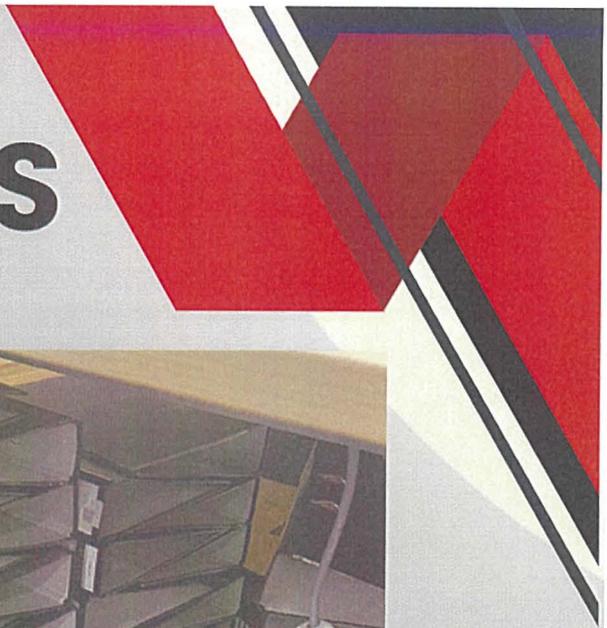
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APPENDICES



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