



UNIVERSITI
TEKNOLOGI
MARA

CARSOME

PRACTICAL TRAINING REPORT

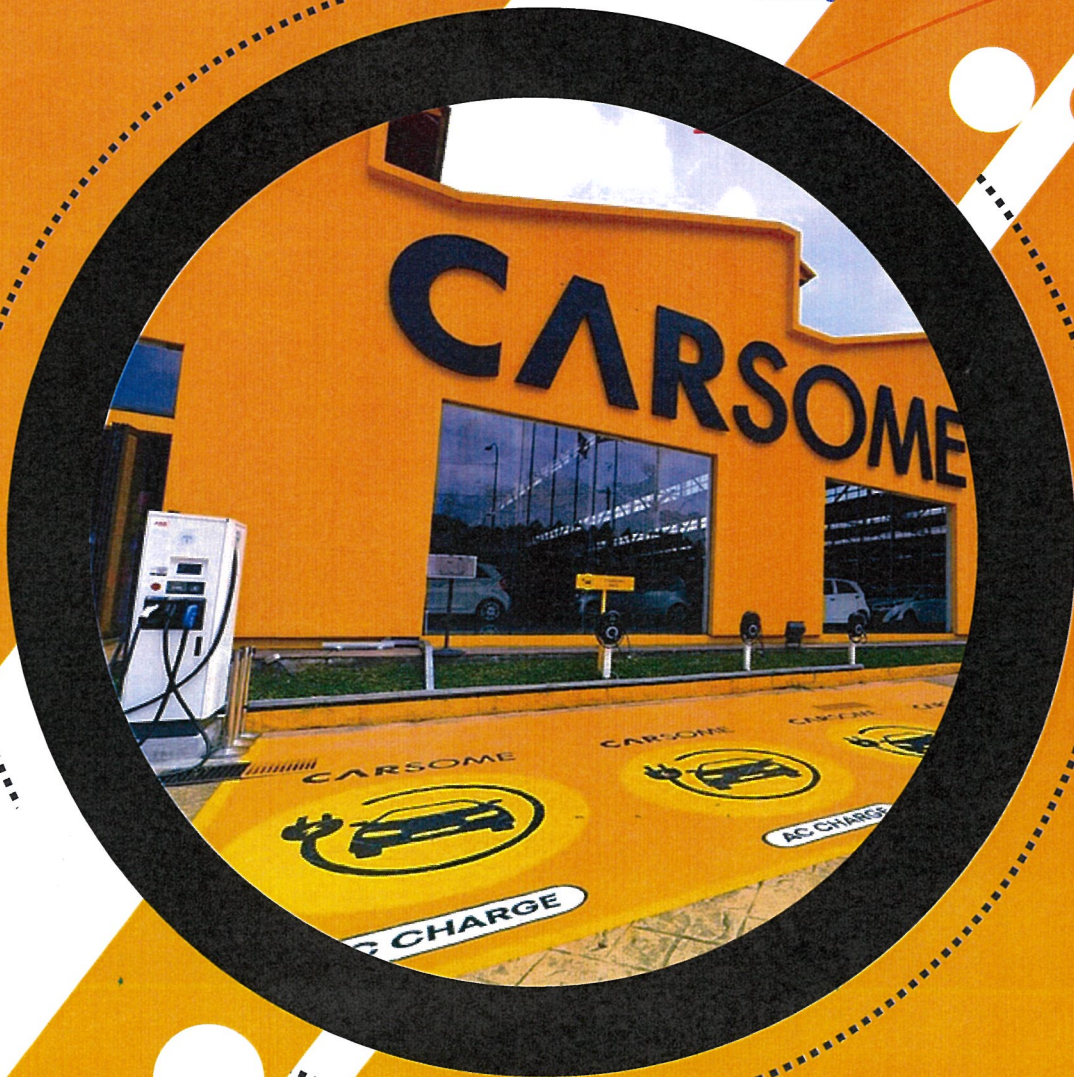
SWOT ANALYSIS

CARSOME SDN BHD

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21/8/2023
SYAHIRU HJ. SHAFIAI

Pensyarah

Fakulti Pengurusan dan Perniagaan
Universiti Teknologi MARA (UiTM)
Cawangan Melaka



Prepared By:
PUTERA AMIN NUR HAKQEEM
BIN ROSLAN 2021125593



● EXECUTIVE SUMMARY ●

This report analyzes and recounts the incidents that took place throughout my internship training. My internship at CARSOME Sdn Bhd is a full-time position where I help run the company's operations. From March 1 until August 15, 2023, I will be doing my internship there. During my internship with the company, I assisted in the role of the Admin in the Inventory Logistic department, helping to support the process of the flow of operations and acting as the help desk to support the staff who may encounter any difficulties throughout the process of the operation.

This report is organized into three chapters, which are an introduction to the organization, a practical training experience, issues, and suggestions, respectively. The background of the company and the working environment will be discussed in Chapter 1 of this report. Following that, in Chapter 2, I will outline my responsibilities as well as the problems I faced and how I overcame them. Finally, SWOT analysis and ideas for how to enhance the company will be explained in Chapter 3.

● ACKNOWLEDGEMENT ●

First and foremost, I would like to dedicate my praises and thanks to Allah SWT, the Almighty, for his shower of blessings throughout the process of preparing this practical training report until it is completed successfully.

This journey of learning would never arise without the opportunity given to me by CARSOME SDN BHD. Due to that, I would love to give my gratitude and thanks to CARSOME SDN BHD for accepting me to undergo the practical training in the company. Other than that, I respect and thank Sir John Wai Choon Chin, my supervisor, for providing me with all the guidance throughout the 6 months of practical training period and advice that allowed me to complete my internship smoothly.

Lastly, I am eternally grateful to my parents for their love, prayers, support, and sacrifices in order to provide me with all of the necessities I required for my education and to prepare me for a brighter future. I appreciate their knowledge of my duties and responsibilities as a student in order for me to finish my assignments on time. I am also grateful to my advisor for the guidance and advice as well as to my friends for helping me by giving me support and opinion on particular things.

● DECLARATION FORM ●

I hereby declare that the work contained in this internship report is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

Signed by,

Putera

.....

Name: PUTERA AMIN NUR HAKQEEM BIN ROSLAN

Student ID: 2021125593



PUTERA AMIN NUR HAKQEEM BIN ROSLAN

Recent graduate in finance with a 3.68 cgpa and internship at CARSOME Sdn Bhd. Own a four-month employment history with Daikin. A person with a positive attitude who is able to adapt to new environments and learn new things. Seeking for an entry-level job that allows me display my talents and knowledge.

CONTACT ME



REFERENCE

SIR AMIRUDDIN BIN MOHD NOR

Senior Lecturer Faculty of Business
and Administration University
Teknologi Mara



SKILLS

LANGUAGE PROFICIENCY:

Bahasa Melayu - Proficient

English - Proficient

EDUCATION BACKGROUND

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE | 2021-2023

- University Teknologi Mara (UiTM) Kampus Bandaraya Melaka, Melaka
- CGPA: 3.68

DIPLOMA IN ACCOUNTANCY | 2018 - 2021

- University Teknologi Mara (UiTM) Kampus Jengka, Pahang
- CGPA: 3.69
- Awarded with ANC (Vice Chancellor Award)

SIJIL PELAJARAN MALAYSIA (SPM) | 2013 - 2017

- SMK BANDAR BARU SUNGAI BULOH

WORKING EXPERIENCE

DAIKIN MALAYSIA SDN BHD | 2017-2018 OPERATOR

INTERN IN INVENTORY LOGISTIC DEPARTMENT | March 2023 - August 2023 CARSOME SDN BHD

EXTRACURRICULAR ACTIVITIES

- **TrEES SCHOOL PROGRAMME | 2014**
- (Young voices For Conservation) National Level Stage 5 - Finalist (Second Prize)
- **'PROGRAM TUNAS NIAGA (PROTUNE) | 2016**
- State Level
- **'PERTANDINGAN BAHAS ALA PARLIMEN | 2017**
- - State Level Second Runner-up
- **PROGRAMME EARN MORE, LIVE MORE | 2022**
 1. Deputy director of the program
 2. Maintains a strategic vision for the Program, as well as constructive partnerships both inside and outside of the organization, to ensure overall programme quality and effectiveness.

● TABLE OF CONTENT ●

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INTRODUCTION TO THE COMPANY

- 1.0 Introduction
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● CHAPTER 1 ●

INTRODUCTION

In this chapter, it focused on the company's introduction which consists of information on the company's history, including its mission and vision, organizational structure, core business and span of control. Furthermore, it is also discussing the company's cultural beliefs as well as the work scopes of practical training. This chapter will also cover the departments that the trainees assisted during their practical training as well as the connections made between teams and the overall organization.

INTRODUCTION TO THE ORGANIZATION

CARSOME SDN BHD

CARSOME Sdn Bhd was the place I went for my internship and is located at Lot833 and Lot 4595, Kawasan Industri Kampong Jaya Jalan Kusta, 47000 Sungai Buloh, Selangor. I began my internship on 1st March, and it lasted until 15 August 2023.

CORE BUSINESS

CARSOME SDN BHD is a Southeast Asian tech company that specializes in the automotive industry, specifically in the buying and selling of used cars. They provide a platform where individuals can sell their used cars quickly and conveniently, offering services such as inspections, valuations, and auctions. CARSOME's core business revolves around simplifying the car-selling process for their customers, providing transparency, and ensuring fair price

VISION

To create the most trusted vehicle ownership ecosystem powered by technology and data

MISSION

To provide our customers with peace of mind through the entire lifecycle of their pre-owned vehicle ownership experience

CARSOME

ORGANIZATIONAL BACKGROUND

1

South East Asia's
largest integrated car
e-commerce platform



Presence in six countries :
MY, SG, TH, PH, ID & CN

2



Reshaping & Elevating
the used car buying &
selling experience

3

4

Reshaping & Elevating
the used car buying &
selling experience



CARSONOME

ORGANIZATIONAL BACKGROUND

2015

- CARSOME was founded in Malaysia with US\$350,000 seed funding.

2016

- CARSOME Singapore commenced business.
- Passed the mark of 1,000 cars transacted annually.

2017

- CARSOME expanded to Indonesia and Thailand.

2018

- Passed the mark of 10,000 cars transacted annually.

2019

- CARSOME established CARSOME Capital.
- Passed the mark of 40,000 cars transacted annually.

ORGANIZATIONAL BACKGROUND

2020

- CARSOME launched 'The New Way of Buying Cars' in Malaysia.
- Became the first platform to sell used cars on Shopee.
- Celebrated 100,000th seller.

2021

- CARSOME set up Carsome Academy.
- Motorsports sponsorship through Thailand Super Series.
- CARSOME launched 'The New Way of Buying Cars' in Indonesia and Thailand.

2022

- CARSOME has raised US\$290 million in Series E financing.
- Unveiled first CARSOME Certified Lab.



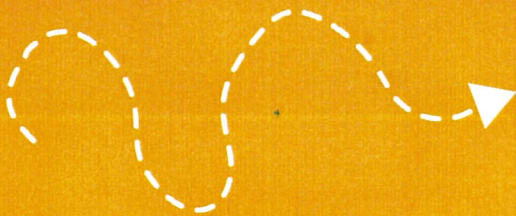
ORGANIZATIONAL BACKGROUND

Starting everything in 2015 with the US\$350,000 seed funding. One year after, CARSOME has commenced a business in another country which is Singapore. Due to this, CARSOME managed to raised US\$2Million in funding and as well passed the mark of 1,000 cars transacted annually in both Malaysia and Singapore.

2015

Next, in 2017, CARSOME expanded its business to another 2 country, Indonesia and Thailand. Due to this expansion, CARSOME RAISED funding to a higher amount of fund, which is US\$6Million, which is gaining as mush as US\$4Million higher than 2016.

In the year of 2018, CARSOME has passed the mark of 10,000 cars transacted in a yaer meanwhile in 2019, CARSOME passed the mark of 40,000 cars. CARSOME been awarded as the "Startup of the Year by the Malaysian Rice Bowl Startup Awards in 2018.



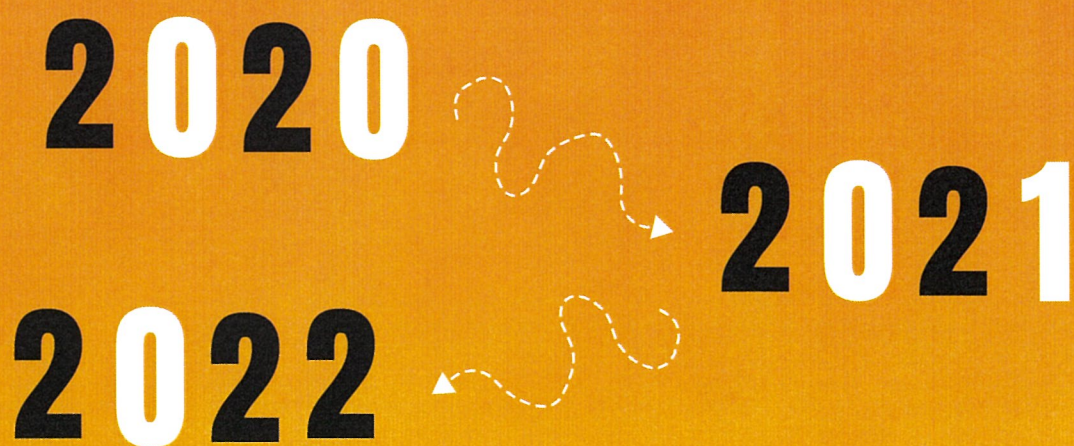
2019



ORGANIZATIONAL BACKGROUND

2020 is one of the special years due to its special occasion where this is the year where CARSOME celebrated their 100,000th seller and not only that, CARSOME became the first platform to sell used cars on Shopee.

In 2021 and 2022, a lot of achievement managed to be grabbed by CARSOME and some of it are Ranked in Top 50 of the Nikkei-FT-Statista High-Growth Companies Asia-Pacific 2021 list, Raised US\$290 million and CARSOME announced its first brand ambassador, football legend, Eric Cantona.



2020 → **2021** → **2022**



CARSOME

● ORGANIZATIONAL ● CHART



Chief Executive
Officer
Eric Cheng



Co-founder,
CARSOME
Academy CEO
Jiun Ee Teoh



Group
President &
Chief Financial
Officer
Juliet Zhu



Chief Operating
Officer
Aaron Kee



Managing
Director, TH
Siwaphume
Lertsansaran



Chief
Commercial
Officer
Mei Han



Chief Marketing
Officer
Ravi Shankar
Mallavarapu



Chief Technology
Officer
Kjetil Jakobsen

● ORGANIZATIONAL ● CHART



Chief Property
Officer
Danny Chin



Chief Data Officer
Piyush Palkar



Head of M&A &
Ecosystem
Strategy
Digbijoy Joseph
Shukla



Chief People
Officer
Sergio Salvador



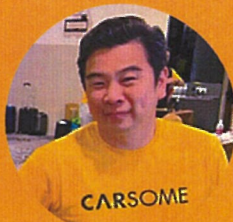
Chief
Accounting
Officer
Steven Lim



Chief Executive
Officer, ID
Andrew
Mawikere

INVENTORY ORGANIZATIONAL CHART

Sir John Wai is the manager for Inventory Logistic team as well as being the Supervisor for me through out my Internship period. As the manager, Sir John Wai will not always stay in a place hence Sir Nuzul Haqkimi will be in charge to teach and guide me to do the daily task for the whole internship period.



Manager
John Wai Choon
Chin



Assistant Manager
Rj Muhamad Irham Rj
Ismail



Executive
Logistics Operation
Nor Hazizulazwan
Bin Nor Azmee



Executive
Inventory
Nuzul Haqkimi Bin
Zulkifli

● SCOPE OF WORK ●

As being a part of the Inventory teams, being exposed to the inventory is a must. Logistic team are required to handle the cars from other branches and park the cars in the Sungai Buloh Branch as well as handling car from Sungai Buloh that need to be transfer to other branches. They are the main employees for the CARSOME operations' task.

LOGISTIC TEAMS JOBSCOPE

- Handling inbound and outbound car.
- Park cars in the yard.
- Making sure the car condition is the same as the picture in the system.
- Making sure to update and change the status of the car in the system to **"In Warehouse Verified"** for inbound car and **"In Transit Verified"** for outbound cars.
- Need to update the parking location and send picture of the parking as well as the key of the car before handing it to the Logistic Key Admin teams.

● SCOPE OF WORK ●

LOGISTIC TEAMS JOBSCOPE

The main task for the logistic team is to handle the inbound and outbound car. There are 4 yards to be the main yard which is in Sungai Buloh, Puchong Perdana, Bukit Raja (IRC) and Skudai Dealer Service Center. Daily, many car will be move in and out from the yard and that is the daily task for all the logistic teams. Other than that, there is a special occasion where the Dealer themselves wanted to self collect the car at the yard nearest to them.

INBOUND CARS

Right after assigning the inbound car, the staff will be needed to park cars in the yard but before doing so, there are stages to be followed before entering the car in the yard. First of all, the staff will be needed to place the car in the staging area. In this area, the staff need to make sure that the car condition is the same as the picture in the system. After that, the staff is required to update and change the status of the car in the system to **"In Warehouse Verified"** from **"In Transit Verified"**.

Last but not least, the staff need to update the parking location and send picture of the parking as well as the key of the car before handing it to the Logistic Key Admin teams. This is to make sure that the car has been there in the specific location and used as proof.



● SCOPE OF WORK ●

OUTBOUND CARS

As for the outbound cars, this means that, the car will be taken out and will be transfer to the other yard.

First of all, the staff need to take the specific cars in the parking location and change to location of the car to the staging area. From this process, the status of the car, "In Warehouse Verified" will change to "In Transit pending". Once the status of the car is "In Transit Pending" the staff need to pass the car to the assigned trailer which will need to update the status of the car to "In Transit Verified" This is to inform other staff from other yard that the cars has moved out form this one specific yard and will reach other yard soon.

● SCOPE OF WORK ●

To be able to perform the task given, there are multiple application and system need to be used.

- CARTRACKER
- CMS (System)
- Workplace chat
- WhatsApp Group

CARTRACKER - This CARTRACKER is used to update the status of the car as well to make sure that the task is done so that another car can be assist by the individual staff. As long as process of that assisted car is not yet completed, the staff could not be able to assist another car.

CMS (system) - This system is where the leader, executive and manager observe the status of the car and immediately reach the staff if any of the changes made is wrong.

Workplace chat - This application is used to update and reach any other staff, leader or even managers if needed.

WhatsApp Group - This application is used to update the parking and key picture.

CARSOME VALUES



TREAT THE
COMPANY'S BEST
INTEREST AS YOUR
OWN



ALL DECISION ARE
MADE WITH
CUSTOMERS IN MIND



BE HUNGRY
BUT STAY
HUMBLE



OPTIMIZE
INVESTMENT FOR
OUTRAGEOUS
AMBITIONS



COLLABORATE
TOWARDS
ONE SINGLE
MISSION



STRIVE FOR
CONTINUOUS
IMPROVEMENT



DELIVER OUTSIZED
RESULTS THROUGH SMART
EXECUTION

CARSOME



CARSOME VALUES

Creating value for customers means to provide useful products and services that customers consider worthy of their time, energy and money. As for the customers to find value in a product or service, its perceived benefits need to outweigh its cost. Providing value to customers is crucial since it improves the company's reputation, earnings, and long-term success. Customers' confidence and trust in the company's offers may be increased by providing great goods and services.

There are 7 values that CARSOME implement to ensure their customer satisfaction. The Values are treat the company's best interest as your own, all decision are made with customers in mind, be hungry but stay humble, optimize investment for outrageous ambitions, collaborate towards one single mission, strive for continuous improvement and lastly, deliver outsized results through smart execution.

● CHAPTER 2 ●

This chapter focuses on the technical skills and knowledge that the trainee gained during the practical training period. It comprises a full explanation of the job scopes and responsibilities assigned to the trainee by the supervisor. The trainee's roles and responsibilities, exposure gained, skills picked up, and contribution to CARSOME Sdn Bhd are all included in this chapter. Other than that, in this chapter it will also explain the knowledge and abilities acquired throughout industrial training.

PRACTICAL TRAINING EXPERIENCE (JOB SCOPE)

In the first to weeks of my practical training, there is no changes yet but soon after, there are changes that is implemented.

The changes :

- New update to the CARTRACKER

Due to the changes of the CARTRACKER, many things are affected including my job scope, and many more processes

During this period, many meetings was held to give an explanation to all the staff regarding the new processes

My Previous Job Scope

- Verifying pending cars in the system.
- Providing the QR code to the staff when requested.
- Check all the movement form and make a copy of it.

My New Job Scope

- Record all the problematic cars. (REDZONE AREA)
- Provide & print the QR code to the staff when requested.
- Act as the help desk.
- Observe and compiling productivity data.

PRACTICAL TRAINING EXPERIENCE (JOB SCOPE)

Previous Job Scope :

As the admin in the Inventory teams which have the access to the system, my first task is verifying pending cars is the last process to check in the car in the Sungai Buloh Yard (Branch) . In order to verified the car, I need to make sure that there is parking and key picture in the WhatsApp group which will be shared by the staff who park the car in the parking zone. After checking the WhatsApp group and confirmed that the car is already physically arrived, then I can continue to proceed with the next process by verifying it in the Application, that we call as CARTRACKER

During this time, my working hours have become somewhat irregular, including the need to work during the night. This is due to the fact that, CARSOME is implementing a new process one after another to acquire the best process to be taken for the better operation process. The rules by the higher management is to verified the car is within 2 hours after the car arrival, hence this is why the working hour is not that systematical.

By right, I cannot verified a car if the staff in the process before me did not complete their task but due to the time limitation, I am pushed to complete it for staff and so that I am able to complete mine. During the mean time, I have already verified more than 1000 cars.

PRACTICAL TRAINING EXPERIENCE (JOB SCOPE)

New Job Scope :

After a month or two, due to the new changes to the CARTRACKER, the other staff now will have to park the car and verified it in the system as well. Hence, due to that, my new job scope is no longer verifying the car, but to observe and make sure that all the process went smoothly. In a day there is a probability for a car to have a problem, just the amount of it is unpredictable. For this kind of problem, staff is told to park the car in the REDZONE area until the problem is solved.

Other than that, I required and print the QR Code when requested by the other staff if the QR Code in the car went missing and make sure that the other staff to put the QR Code in the car. There is a specific QR Code for one car hence, if it went missing, I will have to reprint and pass it to the other staff to put it in the specific car. This is to make sure the next process at the other yard can went smoothly.

Next, my another job scope is to act as the help desk. This is where I need and must help other staff to solve any problem that occur while doing and completing the process. I have to reach either the Logistic admin, branch staff or operation inventory staff that cause the process to stop and immediately ask them to reprocess the process with the correct step.



PRACTICAL TRAINING EXPERIENCE (JOB SCOPE)

New Job Scope :

Last but not least, nearing the end of the internship, I have been assists to observe and compile daily data regarding the staff productivity. Starting July, I started taking the data, record it and later need to be send to my Supervisor, Sir John Wai Choon Chin.

For this task, I have to observe not only Sungai Buloh, but Puchong Perdana, Bukit Raja (IRC) and Kempas as well. There 57 staffs and I have to observe all 57 on daily basis. In the data, I will have to look at the status of "In Transit" and "In Warehouse". By reviewing and observing this productivity data, we may determine who is working diligently and who is not. Other than that, this data might determine they increment and bonus at the end of the year.



● PRACTICAL TRAINING ● EXPERIENCE

WHAT IS REDZONE AREA?

REDZONE Area is a location where all the problematic cars will be placed for the mean time until the problem is solved.

There are several type of problems :

- The car has no physical QR Code in the car.
- Tire puncture.
- No data in the system (CARTRACKER)
- Status has not been change based on the process and correct step.

TRAINEE'S CONTRIBUTION

I accomplished a lot during the six months of practical training and assisted with work in the Inventory logistic department.

First of all, in the early month of my internship, I have verified more than 1200 cars. Other than that, not only I verified car, sometimes I even have to change the status of the car from the beginning process to cover up the problem faces by the other staff. Furthermore, I also have to check multiples document in a day before sending it out to the other staff to put back the document in the specific car. As I am the only person who has the access to the system other than the 2 leaders and my manager, I has been assigned to provide QR code to the other staff when there is no QR code provided physically in the car. I will have to send the QR code to the staff that asked for it, and I have immediately have to print it out and pass it to that specific staff.

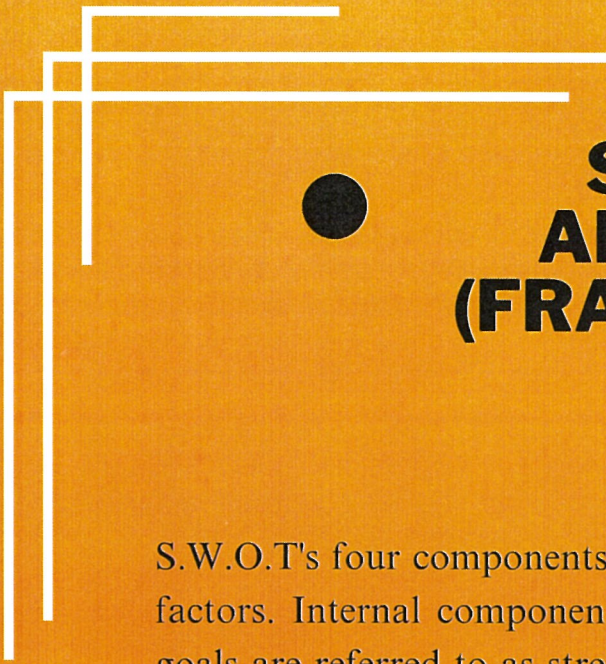
As there is more and more update for the system and processes, I have no longer assign to verified car but I have to be the help desk and as well as to make sure all the process is running smoothly. If there is a problem, the other staff are encourage to inform me so that I can help them to solve the problem immediately. This is due to the fact that, if the problem is not bring solve as soon as possible, that specific staff will not be able to continues his job.

Last but not least, I have to make a list of the cars that has been placed in the REDZONE area and make sure to send the list weekly to the assistant manager on Friday at 12.00 in the afternoon.



● CHAPTER 3 ●

In this chapter, it will discuss about a review of the challenges that occurred during the practical training and offers few recommendations to improve the company's performance (SWOT) .This chapter will summarize the discussions from the previous chapters in this report.



S.W.O.T ANALYSIS (FRAMEWORK)

S.W.O.T's four components are classified as either internal or external factors. Internal components of a firm that enable accomplishing its goals are referred to as strengths, whereas internal factors that hinder its performance are referred to as weaknesses. While opportunities are external factors that assist a corporation achieve its goals, they include not just favourable environmental features but also possibilities to fill gaps and launch new operations. Threats, on the other hand, are features of the company's external environment that act as obstacles or prospective hurdles to the company's aims. Benzaghta, M. A., Elwalda, A., Mousa, M., Erkan, I., & Rahman, M. (2021)

The SWOT analysis is one of the most essential instruments for facilitating such awareness of the business environment. Puyt, R., Lie, F. B., De Graaf, F. J., & Wilderom, C. P. M. (2020). By analysing and situating an company's resources and environment, it assists companies in gaining a better understanding of their internal and external business environments while formulating strategic plans and options.

● S.W.O.T ANALYSIS ● (DIAGRAM)



S

STRENGTHS

- Have a systemizing procedure.
- CARSOME Certified cars are quality pre-owned cars
- Providing assurance across several customer touch points.



W

WEAKNESSES

- Existing workload are too high, which lead to demotivated employees.
- Not enough employee
- Employees lack skills and knowledge



O

OPPORTUNITIES

- Great partnerships with Southeast Asia-based peer-to-peer lending platform Funding Societies.
- Support from the Malaysian government.
- The use of online platform



T

THREATS

- Economic uncertainty and market volatility can have an impact on customer confidence and purchasing behaviour.
- Fraudulent activities such as fake car listings, fake payment requests, and fraudulent buyers or sellers may occur.
- Competition from online marketplaces

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

STRENGTHS

Have a systemizing procedure.

Systemizing procedure refers to the process of developing and implementing a system or set of procedures to solve a particular problem. This involves identifying the steps required to complete the task, creating a plan for carrying out those steps, and putting that plan into action. Overall, the systemizing procedure is a structured approach to problem-solving and process improvement that helps to ensure consistency, operational efficiency, and quality outcomes. By having a systemizing procedure, it can ensure that a task is done consistently, reducing the risk of error and can streamline better processes, allowing for faster completion of tasks and potentially increasing productivity. Hence, due to that, it can boost sales of the company.

Involve team in the systemization process could lead to a better outcome. This is because, by gathering feedback from employees who are directly involved in the areas to be systemize can provide valuable insights and suggestions for improving procedures. By doing so, it can develop and implement a better systemizing procedure that improves efficiency, reduces errors, and enhances overall productivity within the company.(Charles J. et al., 2021)

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

STRENGTHS

CARSOME Certified cars are quality pre-owned cars

All CARSOME Certified cars must pass 175-point inspection to ensure the quality of the pre-owned cars. The gold standard when it comes to pre-owned cars. The inspection involves a few guidelines that guarantee all cars within the inventory are free from major accidents, as well as fire and flood damage. This will eventually increased the quality of an used cars and gain trust from the customers hence improving sales scale.

As there are so many inspection involved, it is better by offering financing or leasing options to the customer hence it can make it easier for customers to afford the pre-owned cars. Not only that, in order to have a better understanding and trust, it is better to provide excellent customer service and be transparent in all your dealings with potential buyers. By following the recommendation, CARSOME can establish a good reputation for selling quality pre-owned cars and attract more customers to its business..

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

STRENGTHS

Providing assurance across several customer touch points.

Customers are not simply purchasing a used but they are purchasing a used car that provides them with quality assurance and peace of mind. All of the vehicles in CARSOME are backed by the Carsome Promise, which includes a 175-point inspection, a one-year warranty, a five-day money-back guarantee, and a flat price with no hidden costs. With the assurance, it will help to increase the customer loyalty.

Respond to customer inquiries and concerns regarding the car quickly is one of the ways to give better assurance to the customer. Other than that, level of assurance also can be improved by making it easier for customers to reach the company and company need to make sure to respond to their questions and concerns in a timely manner. Not only that, be consistent in interactions with customers because this will help build trust over time and make customers feel more comfortable doing business with the company.

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

WEAKNESSES

Existing workload are too high, which lead to demotivated employees.

When a company's current workload is too high, employees are overburdened with duties and tasks that they may be unable to handle. When employees perceive their workload is excessive, they may get distracted, lose concentration, and underperform. This can result in poorer productivity, morale, and, ultimately, work satisfaction. Employees who are dissatisfied with their jobs are more likely to miss deadlines and make mistakes. As a result, it is critical for companies to review their workload and ensure that their staff are not overburdened with duties that they are unable to do. Companies may establish a healthy work-life balance and create a pleasant work environment that encourages employee motivation and engagement by doing so.

As for the recommendation, it is better for the company to review the current workload and set realistic goals. Set clear goals that are both challenging and achievable. This is because when there is a work-life balance, they will be more productive and focus-driven. Take care of them, and they will eventually take care of the organization. (Msuya & Kumar, 2022)

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

WEAKNESSES

Not enough employees

By having not enough employees can lead to significant work overload for those who are already working within the company. This can lead to reduced productivity, increased stress levels, and eventually burnout.

Overall, not having enough employees can ultimately hinder a company's growth potential and success.

In order to counter this weakness, it is best to consider offering more competitive compensation packages and employee benefits to attract and retain talent. By offering more competitive compensation packages and employee benefits, it will positively affect the employees. (Shtembari et al., 2022)

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

WEAKNESSES

Employees lack skills and knowledge

Employees' lack of ability and expertise can be caused by a variety of factors, including inadequate training, a lack of experience, insufficient education, an ineffective recruiting procedure, and a failure to keep up with technological improvements and industry changes. Overall, staff skill and knowledge deficiencies can have a major influence on an organization's productivity and growth. To address this issue, training programs, enhanced recruiting practices, and encouraging staff to stay current on industry trends and advances may be used.

As for the recommendation, the company can perform a regular performance reviews. By conducting frequent performance reviews, it may help to access the employees' strengths and areas for improvement. Hence, by doing so, company may discuss training needed and set goals for future development.

S.W.O.T ANALYSIS

DISCUSSIONS

OPPORTUNITIES

Great partnerships with Southeast Asia-based peer-to-peer lending platform Funding Societies.

A great partnership is a collaboration between two or more individuals or organizations that share common goals and work together towards achieving them. By having a great partnership a company can grow well and might lead to a bigger sales. CARSOME has a great partnership with FUNDING Societies Malaysia, which is the largest peer-to-peer (P2P) financing platform in the country and South-East Asia. FUNDING Societies has announced its partnership with CARSOME by providing a total financing amount of US\$200 million (RM840 million) to the region's largest used car trading platform.

Support from the Malaysian government.

Supporting bodies, play a crucial role in supporting the success of a company. If a company owns a support from the government, it is the brightest opportunity to grab, to improve the sales and business. This is because by having the support from government, it can provide opportunities for companies to network with peers, exchange best practices, and stay up-to-date on industry trends. Networking can help a company build partnerships, find new customers, and stay competitive in the market.



S.W.O.T ANALYSIS

RECOMMENDATION

OPPORTUNITIES

Maintain excellent connections with the government and partners.

Be able to maintain an excellent connection with the government and partners will eventually benefits the company. This is due to the fact that, company can receive financial support from the government in the form of grants, loans, or tax breaks. This can help the company fund new projects, expand its operations, or survive during tough economic times. Next, as for partners, it may help company to expand the customer base. Collaboration with partners can help company to expand reach into new markets and audiences, which will eventually increase the company's customer base.

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

OPPORTUNITIES

The use of online platform:

Online platforms businesses can reach customers all over the world, allowing them to tap into new markets and expand their customer base. Not only that, online platforms also can reduce overheads by using digital infrastructure, minimizing the need for physical premises and human intermediaries. It is the best opportunity to be used by CARSOME to win over customer.

Being transparent in online business can help to built trust hence it is the best things to do to take the benefits of the online platform: Transparency shows that you have nothing to hide and are honest and reliable, which can build trust with customers. Moreover, when there is trust there will be more customer engagement. This is because, when being transparent about all business practices, customers feel more comfortable and may engage with you more. Hence, be as transparence as you can.

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

THREATS

Economic uncertainty and market volatility can have an impact on customer confidence and purchasing behaviour.

In times of economic downturns or financial crisis, customers tend to reduce discretionary spending and focus more on essential goods and services. Similarly, fluctuating market conditions can cause sudden changes in prices of products, which in turn, can affect customers' perceptions of value and influence their purchasing decisions. This way, economic uncertainty and market volatility can impact customer confidence and alter their buying behaviour, leaving a significant impact on businesses and the economy as a whole.

During times of economic uncertainty and market volatility, it is important for businesses to prioritize communication with the customers. A solid customer experience is critical for both acquiring and maintaining customers. Customers frequently switch brands when companies fail to offer that experience. (Trajanov, 2020)

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

THREATS

Fraudulent activities

Fraudulent acts such as phony automobile listings, false payment requests, and fraudulent customers or sellers are among the most serious hazards to any online company. Businesses might suffer financial losses as a result of fraudulent operations. Online transactions necessitate the communication of sensitive information such as credit card numbers and bank account numbers. Fraudsters can take this information and utilize it for nefarious reasons, causing the company to lose money. Fraudulent activity, on the other hand, can harm the reputation of the online businesses. This is because unfavorable publicity caused by fraud can lead potential consumers to lose trust in the company, ultimately resulting in a decrease in sales.

One of the effective way to counter the fraudulent activities is by regularly review and update risk management team to continuously monitor and review the best strategies to prevent and deter fraud. Other than that, by regularly update company website security protocols, install SSL certificates, and implement firewalls will help a company to avoid this fraudulent activities. (Papadopoulos, 2022)

S.W.O.T ANALYSIS

DISCUSSION & RECOMMENDATION

THREATS

Competition from online marketplaces

Competition from online marketplaces is a significant factor that businesses must consider while planning online sales strategy. Online marketplaces also provide customers with additional features like free shipping, easy returns, and customer reviews, which are not offered by independent sellers. This makes it necessary for businesses to remain competitive by providing innovative features like same-day delivery or customer-specific promotions to create loyal customers who will stick with them over the long run. Competition on online marketplaces can be intense, with competing on price, quality, and customer service. Some of CARSOME competitors are myTukar and mudah.my.

In order to lead the other competitors, CARSOME has to improve their Market Position. This means that, CARSOME has to keep up-to-date with the latest developments, trends, and relevant information related to the competition area. Some factors that can influence the competition in an area include pricing, marketing campaigns, product or service quality, customer service, location, and reputation. This will ensure that company are well-informed and have an edge over the competitors. (Kramer, 2023)



CONCLUSION

In conclusion, I have accomplished a lot during the six months of practical training and assisted with work in the Inventory logistic department. It may not be things regarding finance or accountancy but there is always a room for me to learn something new. Throughout my internship, I learned how to communicate and create relationships with the people I worked with. I learned how to properly introduce myself, share my interests, and ask questions in order to have a better understanding not just of the co-working space, but also of the market.

Communication is influenced by culture, and as a student, I discovered that each firm or organization has its unique culture. It is critical to keep an eye on others and learn how they engage and communicate with coworkers, as well as how they help each other with tasks and duties. When something is unclear to me, I soon learnt that it is absolutely acceptable to ask for clarification.

Last but not least, communication is crucial for job success. If I have a question about a task, I have learned to reach out or email my supervisor. Asking for assistance and explanation is better than pretending to understand what has to be done. However I understood that if you can Search it, you should. Avoiding inquiries when the answers may be obtained elsewhere is part of being a successful communicator. Excellent communication skills are essential for intern productivity, efficiency, engagement, and progress.

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APPENDICES



APPENDICES



Registration - 1Carsome Tour

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[Switch account](#)

 Draft saved

* Indicates required question



APPENDICES

