



HONDA

banhoeseng.com



BAN HOE SENG (AUTO)

1 March - 15 August 2023

INDUSTRIAL TRAINING REPORT AT BAN HOE SENG (AUTO)

EXECUTIVE SUMMARY

According to the curriculum, internship is the final course for all undergraduate programmes in the Faculty of Business and Management. This internship course acts as a practical training ground for a student to get practical knowledge and workplace skills that provide work experience and responsibility in carrying out tasks set by the employer. It would improve the task's practical abilities, knowledge, and attitude.

In order to finish the final task on my bachelor's degree, I am honoured to work as an intern for 6 months start from 1 March - 15 August 2023 at Honda Ban Hoe Seng (Auto). Ban Hoe Seng (Auto), are one of Malaysia's oldest Honda vehicle dealerships, was in it for the long haul, and the exceptional service will ensure that you are, too.

Furthermore, the goal of my internship is to examine the company's strengths, weaknesses, opportunities, and threats across different dimensions using PESTEL such as political, economic, social, technology, environmental, and legal involve.

In short, the conclusion of the SWOT Analysis component helps the reader understand why the analysis is essential by assessing positive and negative variables within and outside the firm.

When it comes to completing a task in a timely manner, teamwork is necessary in order to attain the maximum quality of output. Aside from punctuality, this training will help me improve my discipline and etiquette, such as being more respectful and nicer to others because they are elders with more experience. I also had to train myself to be more vigilant and conscious of the duty and responsibility that had been delegated to me.

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HONDA BAN HOE SENG (AUTO)

2.0 COMPANY PROFILE

Background of the establishment



WE ARE BAN HOE SENG (AUTO)

As one of Malaysia's oldest Honda vehicle dealerships, Ban Hoe Seng (Auto) was in it for the long haul, and our superior servicing will ensure that you are, too.

Since its founding in 1957, Ban Hoe Seng (Auto) has expanded thanks to its dedication to delivering unwaveringly high levels of customer care while also providing great value and variety.

In addition, Ban Hoe Seng (Auto) also provides over finance and insurance including the services for all types of cars.

THE BEST TEAM

To guarantee that consumers have a simple and delightful experience each time they visit, Ban Hoe Seng (Auto) only employ highly motivated professionals, and give them intensive training.

Starting the adventure with Ban Hoe Seng (Auto) will ensure that you receive dependability and excellent performance, and at the same is true for our sales team. For more information about Ban Hoe Seng (Auto), let's explore the website, then come meet us so we can show you even more.

INDUSTRY RECOGNITION

Ban Hoe Seng Auto is honoured to be a premier Honda dealer and has received various accolades from the industry such as 'Leadership in Sustainability Awards 2020' organised by the Malaysia Green Building Council (MalaysiaGBC).

BAN HOE SENG A SUBSIDIARY OF BVH

Bonanza Venture Holdings Sdn Bhd, one of the top investment holding companies in Perak, is the parent firm of Ban Hoe Seng (Auto). Since its founding, the business has grown steadily and established a solid basis with the help of its principal brands which is:



FINANCE AND INSURANCE

CAR INSURANCE AND FINANCE

Ban Hoe Seng (Auto) insurance and financing choices are no exception to the commitment to providing more to the clients. Because we are aware that every Honda driver is unique and will profit from the customised service and assured competence.

COMPARE INSURANCE

Ban Hoe Seng (Auto) can save you time and money by comparing insurance policies to meet your comprehensive needs, which based on the Honda model, your personal details, and driving history. There is no one size fits all when it comes to vehicle insurance.

As an alternative, you are free to select your own provider.






SERVICE

AWARD WINNING SERVICE WE'RE HERE TO HELP

No matter what model, age, or distance you have covered, our award-winning, skilled technicians are trained to strict Honda standards to keep you safe on the road.

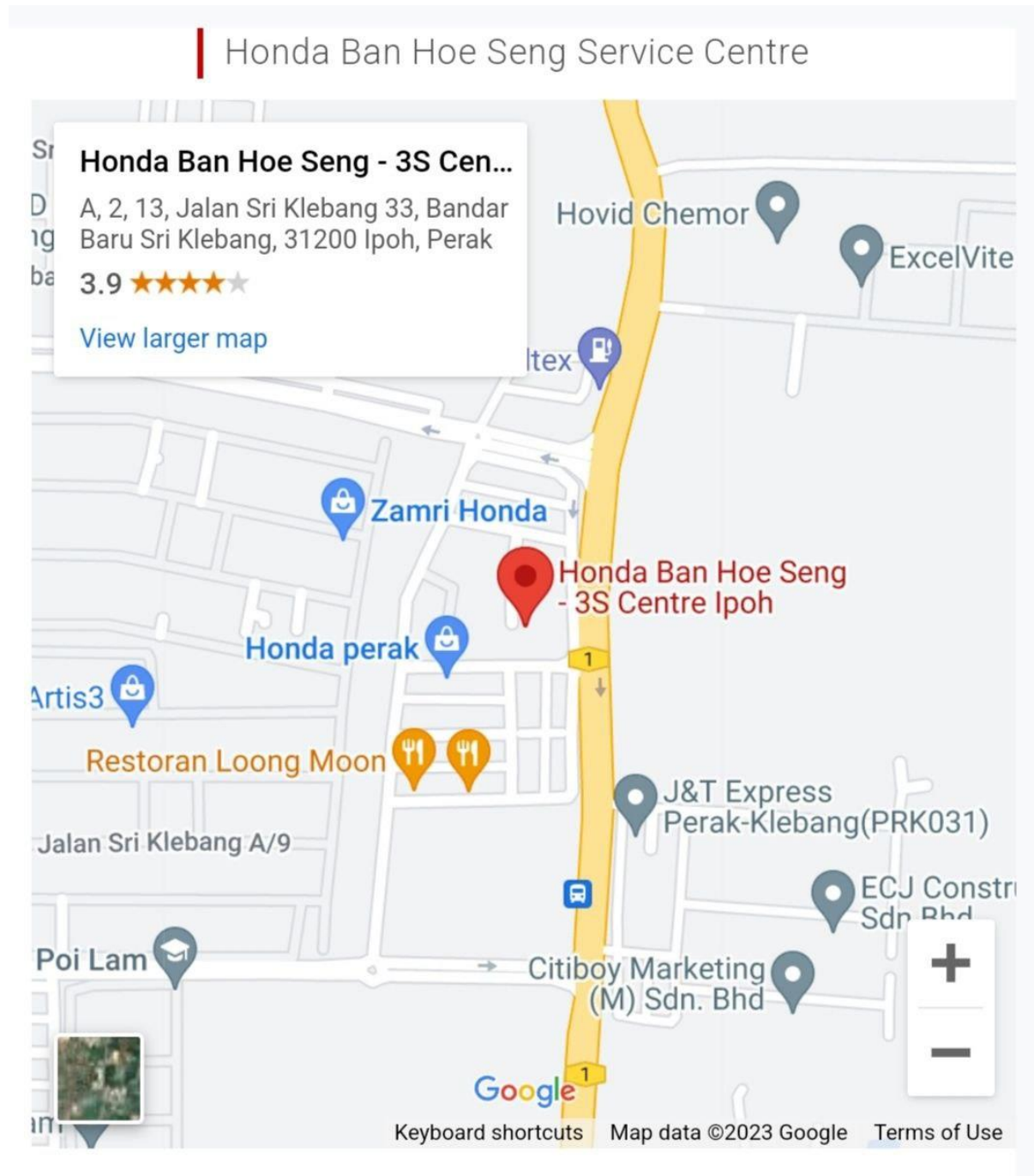
MAKE SURE YOUR CAR RECEIVES THE BEST ATTENTION

To keep you satisfied with the level of service you receive each time you visit Ban Hoe Seng Auto, we owe it to you as part of our commitment to you to keep the following promises:

	<p>We only ever use genuine Honda parts. We only sell genuine Honda equipment that has been fitted in the Honda way, whether it's parts for an older vehicle or new accessories.</p>
	<p>We connect with Honda. Nobody is more familiar with your car than our Honda-trained specialists.</p>
	<p>What we quote is what you pay. We offer right away, clear pricing for all our services and repairs, so you'll never have to wonder how much something will cost.</p>
	<p>In our customer area, feel free to relax with some free drinks and daily newspapers. A pleasant spot to wait.</p>
	<p>Everything happens to be here. From servicing vehicle repairs to tyres, our Honda team handles everything under one roof.</p>

LOCATION

This company's location is deemed advantageous because it is close to the factory and many sorts of small shops. Simultaneously, make it a perfect opportunity for Ban Hoe Seng (Auto) to gain more clients.



VISION

Serve people worldwide with the “joy of expending their life’s potential”. – Lead the advancement of mobility and enable people everywhere in the world to improve their daily lives -

Ban Hoe Seng (Auto) apply Honda's global commitment to "serve people with the joy of extending their life's potential" in these areas. Where it will "lead the advancement of mobility and enable people all over the world to improve their daily lives" to achieve this.

MISSION

Maintaining a global outlook, Ban Hoe Seng (Auto) is committed to providing high-quality merchandise at competitive prices for global customer satisfaction.

OBJECTIVES

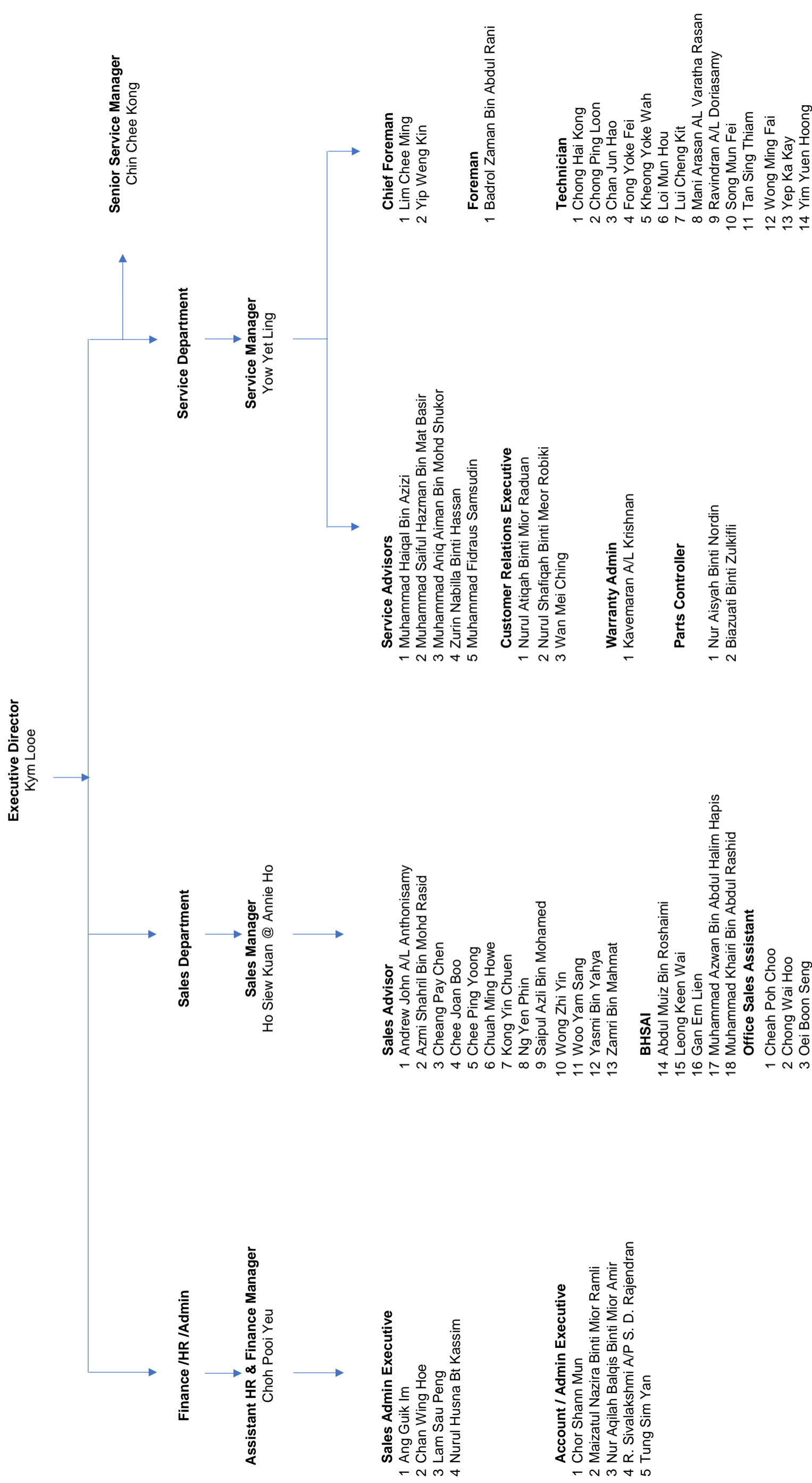
To offer goods and services that enable people to realise their full potential and dreams.

GOALS

“Customer satisfaction is guaranteed”.

In the Honda world, we want everyone to enjoy their work, to speak openly, to pursue their dreams, and to cherish their efforts. That, we believe, assists our workers in producing high-quality, and a low-cost product.

**Ban Hoe Seng (Auto) Group of Companies
Staff Structure as at May 2023**



3.0 TRAINING REFLECTION

DURATION:

SPECIFIC DATE: 1 MARCH TO 15 AUGUST 2023

WORKING DAYS: MONDAY TO SATURDAY

TIME: 8.30 AM UNTIL 5.30 PM (MONDAY – FRIDAY)

8.30 AM UNTIL 1.00 PM (SATURDAY)

DEPARTMENT: ACCOUNT & ADMIN

ROLES:

My role is to assist in cheque issued for 3 months in account department and for the rest of 3 months I need to be in admin department and learn about sales. The following are the responsibilities:

Account:

1. Cheque issued for booking cancellation, refund for customer and broker commission are required to record into payment voucher control listing. Then the cheque was printed out through the cheque issue system using Microsoft excel template presents by account staff.
2. Insert the road tax into the sticker provided by the company insurance and to scan and photostat the registration card and road tax for documentation purpose.
3. Key in account using UBS software.

Admin:

1. Fill cash sales receipts for insurance renewal when the quotation insurance was received as the customer already made payment.
2. Need to do a petty cash voucher for refund to the car wash invoice.
3. Key in the plate number and registered date for booking, allocation, and registration using Microsoft excel sheet template present by admin staff.
4. Do closing sales for daily sales grand total.

GAINS:

The lesson I learnt is to be always willing, no matter how mundane the activity. Take the placement seriously and adopt a responsible approach while working. Be more professional and open-minded when learning something new. Overall, I was able to gain as much practical experience as possible throughout my internship. Ban Hoe Seng (Auto) provides me with an RM700 monthly allowance and a computer to carry out my work in the company throughout my internship. I've attended several meetings involving significant players in the company's daily operations and activities.

I also have expertise answering little phone conversations; nonetheless, there is still an ethic that must be followed as a guide to us when interacting with any people. Finally, all physical copies of papers, whether letters, memoranda, statements, information and records lists, or any other significant documents received from any agencies, publics, or employees, must be organized, and kept in files according to the specific document title affairs. We can also use the file reference number to locate or verify the file title.

When it comes to finishing a task on time, teamwork is essential to achieve the highest quality of output. Time management is essential for everyone's success. Other than that, I learned about time management. It is not only about arriving at work early or completing your task by the deadline, it is also about correctly organizing your work schedule. Apart from punctuality, this training will assist me in improving my discipline and manners, such as being more respectful and nicer to others because they are elders with more experience. I also had to train myself to be more alert and aware of the duties and responsibilities that had been assigned to me.

It is critical that you be able to multitask. The ability to accomplish multiple duties at once will be beneficial to an intern, especially during an outbreak when there are less workers present in the work space area. Also improve work productivity by organizing and focusing on your tasks. I improved my communication abilities significantly. Simply being able to converse with other employees or employers does not imply that you have good communication skills. Good communication skills necessitate the ability to express and comprehend messages and information to other parties, particularly while interacting with clients. It is critical that you are able to clarify your words and jurisdictions in light of the particular instance.

This program of internships exposes students to a variety of real-world job environments and workloads. Students in this internship program learn how to prepare themselves physically, psychologically, and emotionally in times of need. Furthermore, the student can learn to live in a real-world working environment through the numerous experiences gained during the internship training. All of this experience will be beneficial to the students as they begin their real-world careers in the future. Last but not least, despite the numerous problems I had during the internship, I am grateful that I was able to complete the course.

4.0 SWOT ANALYSIS

INTERNAL FACTOR	
STRENGTHS	WEAKNESS
<ol style="list-style-type: none"> 1. Strong presence in Asia’s motorcar market 2. Product portfolio diversification 	<ol style="list-style-type: none"> 1. Decrease in sales 2. High-cost production
EXTERNAL FACTOR	
OPPORTUNITIES	THREATS
<ol style="list-style-type: none"> 1. Increase government regulations 2. Model release schedule and frequently 	<ol style="list-style-type: none"> 1. High competition 2. Natural disasters

1. Strong presence in Asia’s motorcar markets.

Honda has a long and illustrious history of technological innovation and automotive industry leadership. The company has been focused on developing cutting-edge technology and increasing the performance of its goods since its inception. Honda's devotion to innovation has resulted in several noteworthy accomplishments. Honda has continued to innovate in the years since, earning a reputation as a pioneer in fuel efficiency, safety, and environmental sustainability.

Brands are constantly striving to broaden their worldwide reach to reach more customers. However, to do so, it is necessary to first manufacture fantastic quality products and gain international recognition. Honda is a well-known vehicle manufacturer on a global scale. Honda has a presence in 150 countries. As a result, it encompasses the entire globe. Honda's large global reach aids in revenue generation.

In the November 1978 issue of the Honda Company Newsletter (Vol. 151), Kihachiro Kawashima (then executive vice president) looked back on the situation:

Honda was a complete unknown in the automotive market at the time. We couldn't do statewide advertising campaigns like we did for the Cub since we'd never sold a car before. Furthermore, the creation of major retail locations such as those of Toyota and Nissan was out of the question due to the substantial expenditure necessary, which would have resulted in us losing our pricing competitiveness. As a result, Fujisawa considered forming a sales network among Honda motorcycle retail dealers with adequate financial resources who wanted to enter the car market.

2. Product portfolio diversification.

Honda does not rely on a single product to generate money. Instead, it has gradually built new revenue streams to support the steady operation of its firm. Honda began by manufacturing bikes before expanding into automobiles. Honda now offers a wide range of products to consumers, including engines, vehicles, motorcycles, jets, robots, generators, lawnmowers, water pumps, and a variety of other power equipment. While automobiles constitute most of the Honda's revenue, the company's whole product line is very diverse when compared to Volkswagen, Toyota, General Motors, or Briggs & Stratton (in the engine business). A diversified portfolio protects Honda from financial harm if sales in one category decline.

Honda has worked hard to tailor its product offerings to the specific demands and tastes of each area and has formed strong alliances with local suppliers and distributors. Honda has expanded beyond the automobile business and into fields such as robots, aviation, and power goods. Honda's diversification strategy allows it to apply its experience and resources across a wide range of sectors and business segments.

Nothing is more crucial for global firms today than the ability to be both local and international, to respond quickly to regional preferences while scaling operating strategies and manufacturing advancements globally. And, as Honda's international success indicates, this talent is closely related to relentlessly re-examining what is already thought to be true with each new automotive model — more broadly, with each new endeavour.

3. Decrease in sales.

Honda is a multinational corporation with operations in over 150 countries worldwide. However, the covid-19 pandemic, travel ban, lockout, and company shutdown have drastically reduced sales, revenue, and net profits. Honda's leadership has taken realistic initiatives to reduce costs and unnecessary spending, which has assisted the corporation in minimising losses.

Since 2020, the auto industry has been in crisis, with most manufacturers experiencing record-low sales levels. However, many automakers, including Toyota, Subaru, Mazda, and Hyundai, appear to be on the mend. However, based on recent automobile sales numbers, Honda appears to be in jeopardy. As a result of the epidemic, Honda's sales and demand for its products and services have plummeted. According to the September 2020 census, the company's sales declined by 25.2% due to a decrease in sales revenue across all its commercial operations. The manufacturer attributes the drop in volume and sales on supply and shipping difficulties.

Honda intends to dramatically strengthen its vehicle business. Honda is lowering its global automobile production capacity. Honda claims that it cannot sustain its competitiveness unless it reduces its excess production capacity, and that it must finish its reorganisation plans before investing fully in next-generation technology. Honda's first aim is to return its vehicle industry to profitability. Or start manufacturing in Emerging Markets. Honda can relocate its operations to emerging countries like India, where labour is incredibly cheap. Honda's operational costs will shrink as a result, and the brand will profit handsomely.

4. High-cost production

Businesses generally attempt to keep their product pricing low so that more people can buy them. As a result, customers are naturally lured to low-cost products. Unfortunately, Honda is one of the brands whose products are more expensive than those of its competitors. Honda autos are pricey since the company has production plants in Japan, Mexico, and the United States. These countries have high production costs. As a result, Honda products are also expensive.

Honda can focus on the social involve as it is a globally successful automobile brand because its vehicles cater to every market segment. There are luxury cars, SUVs, sedans, and hatchbacks available from the company. Furthermore, the pricing of these vehicles is determined by a variety of factors such as features, sector, competition, and so on. Honda's primary target customers range from the lower middle class to the upper middle class. Honda determines product prices with the assistance of dealers. Taxes, currency rates, and other nations where Honda distributes its products are all important elements in pricing strategy. Honda motorcycles are popular in Asian countries such as Pakistan, India, Malaysia, and others. Honda now has manufacturing plants in major nations throughout the world.

5. Increase government regulations.

Many countries throughout the world have pledged to reduce greenhouse gas emissions and promote fuel efficiency efforts. Such environmental initiatives may raise production costs for automakers, which will either be passed on to price-sensitive consumers or reduce the company's earnings. Honda may take advantage of this by developing additional automobile models that only use hydrogen fuel cells, thereby avoiding any regulatory laws concerning greenhouse gas emissions.

The grim reality is that fossil fuels are being depleted to the point where electrical vehicles or "zero-emission vehicles" will eventually take over the market. And, given that Honda has the capacity to create such vehicles with its current resources, the corporation should surely take the lead.

To confront the rise of self-driving vehicles, Honda should continue to focus on its strengths of producing more dependable and low-emission engines while collaborating with other automakers' self-driving technology. They can combine their technologies to produce innovative autonomous vehicles with low-emission engines by exchanging research results and information. As a result, after they launch the vehicle into the worldwide market, they will have first-mover advantage and will be able to charge a premium price to generate more income.

6. Model release schedule and frequency

The timing and frequency of new model launches have a considerable impact on automotive firms' market share. Historically, new models received major updates every 4 or 5 years, with relatively minor changes in between. However, given increased consumer expectations for in-car technology and the competitive nature of the industry, there is a justification for more frequent model upgrades. When car buyers purchase a specific brand, they expect a variety of traits from that brand. It could be in the form of improved fuel economy, convenience, or comfort. Customers' labelling of various brands is based on their years of experience with various brands. They have an impact on the company's growth and performance.

Honda is well-positioned to accomplish this. As the world's population grows by the day, so does the need for automobiles. There are currently over 1.4 billion vehicles in the globe. This number, however, will grow more with time. This surge in automotive demand presents an opportunity for Honda. People's willingness to buy more Honda cars in the future will boost Honda's sales and revenue.

7. High competition

Honda is facing increased competition in its major markets from conventional automakers, new entrants, and market saturation. Markets in Asia, the company's primary motorbike region, are practically saturated. Honda's automotive business is also impacted by slower automobile market growth and growing competition from new Chinese manufacturers. Toyota, Ford, General Motors, Volkswagen, and Hyundai, among others, have higher funds and might use them to aggressively seize market share from Honda.

New firms attempting to produce self-driving cars, such as Tesla and even Google, are also posing a threat to the old automobile sector. The fact that global automotive production capacity significantly outnumbers demand adds to the rivalry.

But, Honda has manufacturing sites all around the world, including Japan, the United States, China, Thailand, India, and Mexico and by developing new manufacturing sites and entering new areas like as Africa and the Middle East, the company has continued to extend its global reach. Honda has had a huge impact on the worldwide vehicle industry. The corporation has used cutting-edge technology, prioritised quality, and dependability, and strived to minimise its environmental impact. Honda has become a prominent player in the automobile industry and has helped to influence its future path through its global expansion.

8. Natural disaster

Honda has factories in Japan, Thailand, China, and Indonesia. Natural catastrophes frequently disrupt manufacturing operations, resulting in lower output volumes and revenues in these and other countries. Also, pollution is one of the key reasons why the government is making it difficult for the company, and if the government states that it is not in favour of profit-based strategies, the company may suffer in the future. However, if the battle lasts a long period, Honda will incur significant financial losses. As in Malaysia, there is Malaysians flood on 2021-2022 results from a tropical depression made landfall on Peninsular Malaysia's eastern coast, bringing torrential rains for three days across the peninsula. The ensuing floods impacted eight states on the peninsula.

Honda Malaysia comes with an idea of The Flood Relief Programme assists affected Honda customers in flood-hit areas with repair services. Affected consumers are encouraged to visit any of Honda's authorised dealers for an evaluation and inspection service. Hope that by implementing this Flood Relief Programme, they would be able to alleviate the strain on their valued consumers.

Honda Insurance Plus (HiP) is built on three pillars: rescue, protection, and savings, in keeping with Honda Malaysia's commitment to offering peace of mind and protection for all Honda automobile owners and their vehicles through comprehensive coverage. It also includes roadside assistance, where rescue teams are always available to aid and help consumers at any time and from any location.

STRATEGY/SWOT MATRIX

SO Strategies	WO Strategies
<ol style="list-style-type: none"> 1. Has strong international recognition led to the model release that considerable impact on automotive firm's market share. 2. Focus on strength of producing more undependable low-emission engines while collaborating with other automakers self-driving technology. 	<ol style="list-style-type: none"> 1. Maintain the fluctuations in the automotive industry, including changes in consumer preferences, regulations, and economic conditions. 2. Take advantages by developing hydrogen fuel.
ST Strategies	WT Strategies
<ol style="list-style-type: none"> 1. Embrace aggressive promotional strategies and tactics like its rival. 2. Procuring parts from multiple suppliers and from multiple supplier's facilities. 	<ol style="list-style-type: none"> 1. Focus on particular brands to increase consumer awareness and enhance revenue. 2. Understand the geographical of different areas involved.

SWOT MATCHING ANALYSIS

A SWOT analysis can help a corporation examine its existing internal and external circumstances, but it does not identify definite strategic steps to adopt. The SWOT Matrix (or SWOT Analysis) is one method for mapping out a company's strategic choices. Management can develop four fundamental strategies to pursue based on the scenario by combining the external environment's opportunities and threats with the internal organization's strengths and weaknesses.

Honda is one of the most successful firms in its field. By extensively studying and revising the SWOT analysis, Honda maintains its market dominance. SWOT analysis is a highly interactive process that necessitates excellent coordination among several departments within the organization, including marketing, finance, operations, management information systems, and strategic planning.

5.0 Discussion and recommendation

Following the completion of the SWOT matrix, I have developed the following proposed tactics for Honda to leverage their strengths and opportunities to offset their weaknesses and avoid their risks. These recommended techniques are well within Honda's resources and expertise, as well as its top research and development department by using these strategies would not be an issue for Honda:

1. Partnering with new mobility companies or diversifying its business to provide mobility services.

Honda aspires to contribute to the advancement of a mobile society by developing original and useful technologies that anticipate the demands of the times in order to share joys with stakeholders. Honda also thinks that developing societal value while pursuing economic value will result in sustainable company management and, ultimately, contribute to societal sustainability.

Developing long-term connections with them by providing specials and discounts, allowing Honda to enhance exposure among mobility users and gain access to consumer data and analysis. Diversifying into new business is an additional source of revenue generation. Honda can boost its involvement with more customers as these mobility services are only for the short-term rental programs, furthermore, there is a chance that these customers will seek Honda over its competitors.

2. Continue to create more reliable and low-emission engines while collaborating with other automakers' self-driving technology.

Automakers are racing to create next-generation self-driving automobiles. Automotive players are facing a self-driving-car disruption driven mostly by the tech industry, with many consumers anticipating their future automobiles to be fully autonomous. A detailed evaluation of the technologies required to attain advanced degrees of autonomous driving, on the other hand, shows a far longer timescale; such cars are likely to be five to ten years away. For every mile traveled, fully autonomous vehicles can make thousands of decisions. They must do so regularly and correctly.

They can combine their technologies to produce innovative autonomous vehicles with low-emission engines by exchanging research results and information. As a result, after they launch the vehicle into the worldwide market, they will have first-mover advantage and will be able to charge a premium price to generate more income.

3. Set up engineering programs and competitions for the general people to design and build new engines that satisfy local specifications.

Honda must continue to invest significantly in research and development in order to make success in its environmental and safety objectives. Honda R&D Co., Ltd. is currently working on the development of advanced technologies targeted at creating a zero-impact society and a collision-free society. In addition, we are making headway with research on technology that will increase mobility. As a result, in order to preserve competition, Honda must increase costs in order to stimulate innovation. However, because of the tremendous rivalry, it is difficult to pass on the costs to customers. As a result, Honda's profit margin may suffer. Currently, Honda has limited funds and capabilities, so developing new goods that meet emissions rules takes a lengthy period. As a result, organizing engineering competitions and programs can help participants produce more innovative ideas. They may even find any talented participants and hire them to work for Honda in order to bring in new ideas.

Honda's distinguishing features are the value we receive from thinking through the substance of things and our originality. We cherish people's dreams and will continue to take on challenges in pursuit of lofty goals. In doing so, we hope to be a corporation that is continually looking for the essence of things and innovation. To be "a company that society wants to exist," we will build a business structure that is resilient to changes in our business environment in order to continue to be "a company that society wants to exist."

6.0 CONCLUSION

A Honda SWOT analysis assists corporate executives in analysing and assessing all the community's internal and external components. Honda Motor Company, Ltd. is a Japanese multinational business that primarily manufactures automobiles, motorbikes, and power equipment. With Honda Motors' SWOT analysis will detail the company's strengths, weaknesses, opportunities, and threats. Finding, measuring, and comparing these essential elements will make it easier for Honda Motors to build plans.

To summarise, Honda is a brand that is both reliable and unique in its own right, and it obviously has the potential to meet the wants and requirements of its customers. Some of its strengths include the employment of new innovative processes and products on the market. They also have a wide choice of products to offer in the market and export premium products to places with higher demand, allowing them to increase earnings.

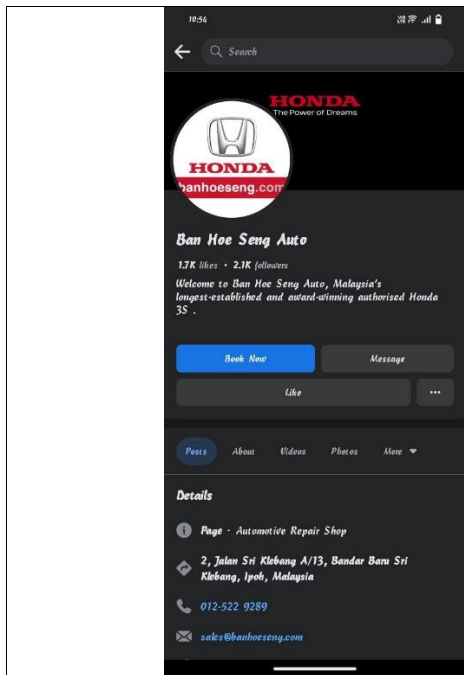
The brand also has some flaws, such as a decline in sales revenue owing to covid, and it employs traditional marketing tactics, which might be detrimental to the company. With the passage of time, new opportunities emerge, such as the government's initiative to assist businesses in reviving the economy and the new market for electric automobiles. Honda can seize these possibilities and expand its market share. Honda faces other market threats as well, such as increased competition and natural disaster of certain places.

Over my time in this company, the internship experience helped to extend my understanding of how to develop values across not only in automobiles, but in other industries as well. There are a few variables to take into account that are different learning in University. These cover interpersonal skills, technical and soft skills, and a perspective on how markets and industry's function. I learn about career growth and develop a foundation of abilities, which enables me to be intentional about my vision and navigate to carry out various tasks until I achieve the perfect vision of who I may see myself to be in the long run.

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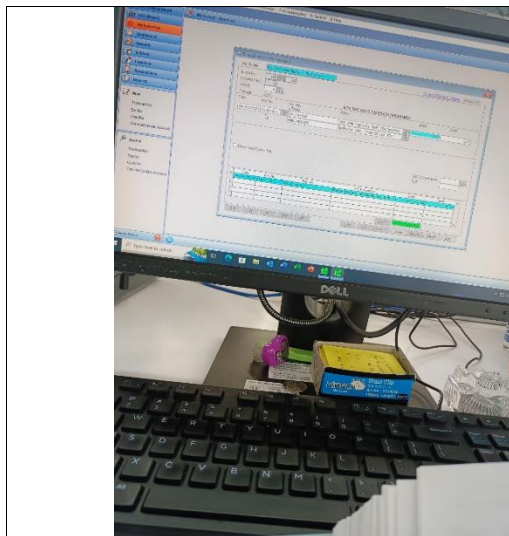
8.0 APPENDICES



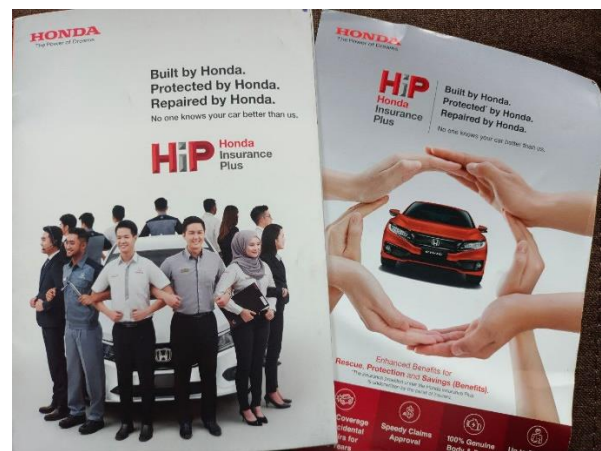
Facebook Webpages



Place to carryout works



UBS Systems Software







Honda Insurance Plus

Document Information

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Analysis address	zunairah.UiTM@analysis.ouriginal.com

Sources included in the report

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