



اَبُو سَيْدِي تَيْكُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan

INDUSTRIAL TRAINING REPORT

MGT666



FOKUS AUTO (SITIAWAN) SDN BHD

(1 MARCH – 15 AUGUST 2023)

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PROGRAM: BA242

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EXECUTIVE SUMMARY

My memorable and enlightening 6-month industrial training began here at Fokus Auto (Sitiawan) Sdn Bhd. This report details and explains my 14-week internship training experience at Fokus Auto (Sitiawan) Sdn Bhd to satisfy the internship (MGT666) requirement. The estimated training period began on 1 March and finished on 15 August 2023. The company is a well-known car dealer of Toyota in Sitiawan, Perak. I learned new skills, work cultures and my roles as an admin assistant or customer service during my internship training. I initially found it difficult and trying to adjust to the new environment and the nature of the work, but eventually I was able to do so and continued to learn from my coworkers there. In contributing ideas, there are some of my ideas that have been rejected and some that have been adjusted while I was working there. This experience helps me to improve and improve myself from making the same mistakes. When I make mistakes, my supervisors constantly give feedback and correct it, which I have found to be really beneficial for helping me learn and adapt to the new environment. I discovered that while it is common for humans to make mistakes, by following the protocols, we can prevent the errors from reoccurring. In addition, the internship programmed gave me insight into how the business operates, which is entirely different from what is taught in the classroom. During the internship training, I had to meet shorter deadlines, which helped me work more productively and critically when producing new content or finishing tasks. In addition, this industrial training can strengthen the sense of confidence and responsibility in myself to carry out all the tasks given. This may be considered as my pre-start training for my future job path. In conclusion, I think that this internship has given me a variety of work experience, feeling the work culture before I step into the real world of work.

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2.0 COMPANY'S PROFILE

Fokus Auto (Sitiawan) Sdn Bhd is one of the most trusted Toyota Service Centers in Sitiawan, Perak. It was established on 16 November 2017 in Malaysia, with the registration number 1256017P. The company operates in the wholesale and retail sale of all kinds of new motor vehicles, spare parts, tools, accessories for cars, as well as the maintenance and repair of motor vehicles. The Company is a registered as 4S car dealer under UMW Toyota Motor Sdn Bhd. A reliable and excellent in quality after-sales service is provided by the company.

Modern technology has been installed in every Toyota work bay, and our professionals only utilize high-quality instruments that have been specifically created for Toyota maintenance and repairs. To ensure precise Toyota specifications and high-quality requirements are fulfilled, only Toyota Genuine Parts are installed. The clients' convenience is always their first concern. So, their Appointment System and Express Maintenance make it simpler for busy clients to repair their Toyota vehicles.

Additionally, Fokus Auto (Sitiawan) Sdn. Bhd. responds to clients wherever they are and whenever they need it. To fulfil Toyota's high standards, all service centre workers, from service advisors to technicians, complete extensive training. Customers may rely on their 24-7 Road Assistant service, which offers breakdown support 24 hours a day, 7 days a week, with the promise of peace of mind. Toyota Freephone is readily accessible for everyone to call with enquiries. The Malay, English, and Chinese languages are all supported by Toyota Call Centre operations.

Moreover, the business also meets the demands of its clients for customization. Through market research, it continuously tries to understand consumer preferences and product trends. Toyota genuine accessories are offered for all Toyota vehicle. These accessories were specially created for the Malaysian market. This will give their customers the ability to customize and improve the functioning of their car. Customers have the option to choose accessories to be placed on their car while making purchasing selections. Toyota has always prioritized safety as their top priority, integrating it into all aspects of company operations, including production and assembly lines, distribution hubs for vehicles and components, and sales and servicing facilities. On the first day of work, during the induction programme, each employee receives safety procedure training. Their entire career is covered by this safety training.

The vision, mission and goal of the company are:

Be our customer, all Toyota registration vehicles, will give:

1. 10% discount on total amount.
2. Complementary Car Wash & Vacuum – Applicable for repair & Service.
3. Pickup and Delivery (Lumut, Ayer Tawar, Manjung, Sitiawan area)
4. Staff's company can enjoy the same benefits.

2.1 Organizational Structure

ORGANIZATION CHART FOKUS AUTO (SITIAWAN) SDN BHD NOVEMBER 2022

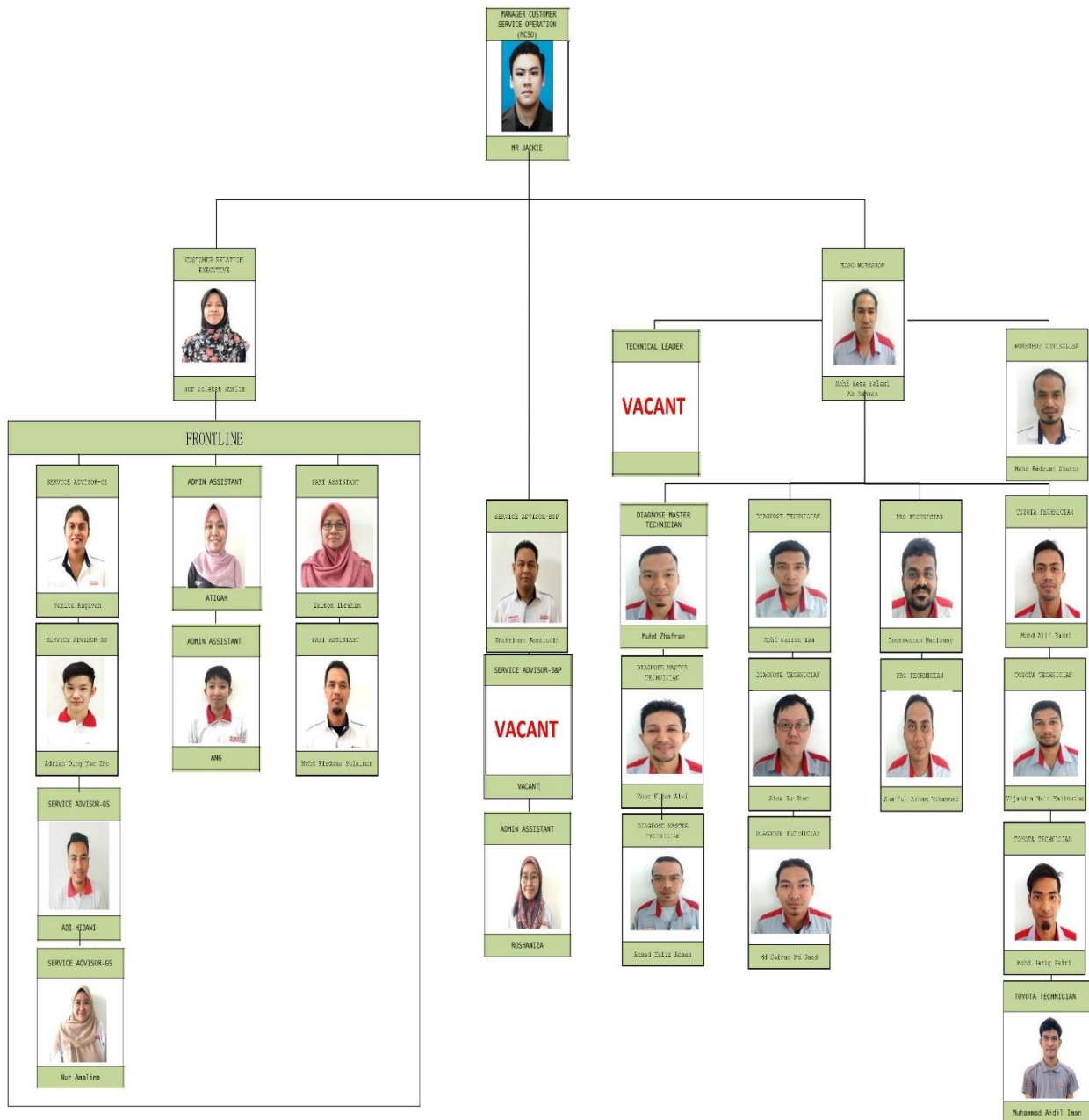


Figure 1: Organization Chart Fokus Auto (Sitiawan) Sdn Bhd

2.2 Products and Services

2.2.1 Sales

Fokus Auto (Sitiawan) Sdn Bhd is a automobile dealer that uses the 4S concept that focusing on sales, service, spare parts, and body and paint. Customers have always been the company's top priority. As a result, every sales person must consistently execute at a high level. Before being authorised to meet with consumers, their sales representatives must pass a professional training programme and be personable and informed.

The sales department keeps strong relationships with the panel firms, particularly Toyota Capital Malaysia Sdn. Bhd. In order to satisfy all levels of Toyota users, financial alternatives for financial aid are also made available to the clients. Toyota provides the customers with a variety of lifestyle items. Through ongoing market research, they continuously monitor customers' demands in relation to trends and advances. Also, the sales department provide service for insurance renewal.

Genuine accessories, which are available for all Toyota vehicles, were specially created for the Malaysian market. When a buyer buys a Toyota vehicle, he has the option of installing accessories. All items and accessories come with warranties. Additionally, customers are given the chance to take a brand-new vehicle for a test drive so they may select the ideal vehicle for their needs and requirements. Give customers an incentive, such as gift cards, entries into sweepstakes, or sponsored prize packages, to draw in potential customers.

In addition, they are considering the TopMark feature, which raises the quality and value of pre-owned Toyotas. TopMark, a division of UMW Toyota Motor Sdn Bhd that specialises in pre-owned automobiles, assists clients who are purchasing new Toyota vehicles by providing trade-in services. Additionally, TopMark's presence ensures that Toyota vehicles' resale value is protected and maintained at a fair price, enabling the owners to receive the best value when they trade in their vehicles. All pre-owned automobiles at TopMark include with the Certificate of Assurance authorised by Puspakom and undergo comprehensive quality control checks for the customer's trust. This is to make sure there are no defects present. A free 12-month warranty is also included with Toyota pre-owned vehicles.

2.2.2 Customer Service

Toyota is concerned about their customer service team because it is crucial to the company's performance. The three essential elements of this company are after-sales support, parts, and customer service. The purpose of after-sales service is to guarantee a reliable and

high-quality after-sales experience. By coincidence, clients could have a positive encounter with Toyota goods and services. They have set up a presence service network in Malaysia in order to cater to a sizable consumer base. Now, Toyota has around 61 Service Centres across the country, and they are actively trying to grow their network. The objectives of these development plans are in keeping with Toyota's global standards.

The purpose of after-sales service is to guarantee a reliable and high-quality after-sales experience. By coincidence, clients could have a positive relationship and satisfied with Toyota products and services. They have set up a presence service network in Malaysia in order to cater a sizable consumer base. Now, Toyota has around 61 Service Centres across the country, and they are actively trying to grow their network. The goal of this development is in line with Toyota's global standards, enabling all customers to easily find and use Toyota Service Centers.

To keep their business at the top of the competition, Toyota Services Centres often provide a wide range of products and services from body and paint repairs to periodic and preventative maintenance services. Modern technology has been installed in their work bays, and the experts only utilize tools that have been specifically created for maintaining and repairing Toyota vehicles. To ensure that precise Toyota specifications and high-quality requirements are met, only Toyota Genuine Parts are installed.

Toyota consistently puts the comfort of their consumers first. Then, their Express Maintenance and Appointment System serve as a tool to make it simpler for busy consumers to maintain their Toyota cars. Toyota also emphasises client satisfaction for all times and locations. The staff at Toyota service centres then undergoes extensive training to ensure they are up to the high standards set by Toyota in order to meet the standards. Customers can rely on their 24-Hour Roadside Assistance Service with confidence in the event of an emergency. The 24Seven Road Assist offered 24 hours a day, 7 days per week roadside assistance.

Last but not least, the Toyota Free phone is available for anyone to use if they have any questions. The customer has a variety of choices in what language they want to speak since the call centre representatives are able to communicate in Malay, English, and Chinese. Furthermore, Toyota ensures that genuine Toyota components are distributed and delivered on schedule. Basically, the Parts Distribution Centre is where Toyota Genuine Parts are distributed. At Part Distribution Centre, the components are organized in order to simplify management and speed up the distribution process.

3.0 TRAINING'S REFLECTIONS

The internship starts from 1 March 2023 until 15 August 2023. The duration is 6 months or 48 weeks. It was carried out within the time period, subject to optional extension up until graduation. My working days is Monday to Friday from 8am to 5pm. While Saturday only from 8am to 1pm. The company will be closed on Sunday and Public Holiday. I have learned a lot throughout my internship, from teamwork among colleagues and apply what I have learned in my degree programmed to my work ethics. I am grateful to be a part of the UITM student since the syllabus and culture have helped me effortlessly adapt to the working world.

During the Internship at Fokus Auto (Sitiawan) Sdn Bhd, I was assigned under service department as admin assistant. During there, I had used all my knowledge in administration and finance to settle my tasks. My responsibilities task is to do daily office administration work such as handling phone calls, response to emails, greeting and assist the walk-in customers, filing and binding the document jobs and maintaining general office files. Also, I did a finance job such as make a daily sales report, collect and count daily sales collection and raise official receipt. Overall, I am very happy with what I am supposed to do. Over the course of my internship, Fokus Auto (Sitiawan) Sdn Bhd grants me with an allowance of RM500 per month.

Here at Fokus Auto (Sitiawan) Sdn Bhd, it is important that I need to be a multi-task. Being able to perform many tasks at once will be helpful to an intern especially where there is limitation of people available in the work space area. Besides, you can increase your work productivity and help you to arrange and focus on your task. Some knowledge that I have learnt is how to be an excellent admin assistant and improve my soft skills. Some knowledge related to personal development is communication skills, teamwork, multi task and punctuality.

The concept of discipline I had learned have given me the confidence to be a punctual and disciplined person. Additionally, I have started become outspoken person. The business has taught me that I must speak with a prospect in order to understand what they want and need such as to book appointment for car service. Additionally, I need to be a good listener since I have to manage phone calls or meet customers. The company is very specific in emphasizing the importance of teamwork. The success of a workplace is greatly influenced by an employee's capacity for cooperation and developing relationships with coworkers. As an intern, I can anticipate working with numerous experts, therefore developing teamwork skills and accept each other's opinions. Before, it was difficult for me to work with other people.

4.0 COMPANY ANALYSIS

4.1 Introduction

Company analysis is analyzing a firm's profitability, profile, and goods or services. Investors typically specified it under the "fundamental analysis," as well. It is including the company goals, mission statement, and core values of the organization. The process including reviewing a company's past and the events that impacted the business. It also examines the products and services offered by the business. In a company analysis, the product is examined along with their quality and market demand. If the business in the service industry, the investor looks at the services that are provided to the relevant market.

Analyzing a company's main components, activities, and functions is necessary for investors. The summation of the firm's corporate quality is based on the reports from the analysis of many areas of the company. When conducting a company analysis, a thorough evaluation is crucial because it sheds light on the worth of a business. Moreover, investors can evaluate the firm's past performance and potential in the future. It covers every facet of the business, such as profitability, market share, financial situation, potential for expansion and organizational structure. The findings of a company analysis assist third parties in making business decisions such investing in or forming a relationship with the analyzed company.

Both internal and external investors may profit from the firm analysis. The prospective investors and financial institutions may assess a company's success and the benefits that come with it before funding its operations. Additionally, it is a vital tool for companies who want to expand globally. It also helps the company assess the impact of a new portfolio and diverse investment. Future projections are easier to comprehend when the existing situation is fully understood. For instance, the business can determine if it would be feasible to introduce a new product based on the existing growth rate of its profit.

The method used for company analysis are financial ratios analysis and SWOT analysis. The financial study entails looking over three to five years' worth of financial records. Financial analysis is crucial to comprehend the company's financial situation. For instance, even though a company making a money, it does not always turn into positive cash flow. The cash flow analysis is necessary to determine whether the firm can cover their expenses. A SWOT analysis that emphasises a company's key strengths, weakness that can be mitigated, potential opportunities, and current threats. It offers insight on where the business should concentrate its efforts, what it should avoid, and how to manage external threats.

4.2 Financial Ratios Analysis

Ratio analysis looks at line-item data from a company's financial statements to provide insights about profitability, liquidity, operational performance, and leverage. Ratio analysis enables investors to compare businesses within the same industry or sector and follow the evolution of a single business over time. Ratio analysis may also be required by external parties who establish standards typically linked to risk. It can be useful in learning more about a company, but to get a more complete view of its financial health, they should be used in conjunction with other measurement.

Financial ratios give business owners a means to assess their company's performance and contrast it with that of other companies in the same industry. Ratios gauge the connection between two or more financial statement elements. When results from many time periods are compared, they are most useful. This enables them to track the performance of their business over time and spot warning signals of disaster.

Many different financial ratios are employed in ratio analysis. The liquidity ratio is first. It measures the firm's working capital management and its ability to pay for short term obligation. The liquidity of a company is a major concern for those who give loans to it. The liquidity ratios below highlight issues of this kind. It is common for a company to report a profit on its income statement yet still lack the funds to pay its creditors, indicating that the company has an unsustainable liquidity ratio. The current ratio, the quick ratio, and net working capital are a few examples of common liquidity ratios. Banks, creditors, and suppliers use these ratios to assess a client's capacity to meet their financial obligations.

Leverage ratio comes in second. It measures level of debt and financial risk. These ratios contrast a company's debt levels with its assets, equity, or yearly earnings. The debt-to-equity ratio, debt ratio, times interest earned are all significant leverage ratios. Governments, banks, workers, and institutional investors use them most frequently.

A profitability ratio comes in third. Profitability ratios gauge how efficiently a company generates revenue by allocating its resources. Of all financial ratios, the first three listed above are perhaps the most well-known and often utilized. The higher the profitability ratios rise, the happier the investors are. To evaluate how profitable a company is in comparison to its rivals, a profitability ratio can also be compared to the ratio of another similar organization. The return on equity, return on assets, profit margin, gross margin, and net profit margin are a few instances of significant profitability ratios.

Efficiency ratios are the fourth ratio. Efficiency ratios gauge how effectively a company uses its assets and liabilities to drive revenue and make a profit. They compute the turnover of liabilities, the use of inventories, the use of machinery, and the use of equity. These ratios are crucial because rising efficiency ratios increase a company's potential to increase revenues and profits. The average collection period, inventory turnover, fixed asset turnover and total asset turnover are a few of the crucial efficiency ratios.

There are two methods of financial ratio analysis which are trend analysis and comparative analysis.

4.3 Trend Analysis (Year 2019 until Year 2021)

<u>LIQUIDITY RATIO</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
CURRENT RATIO	1.2443 Times	1.1825 Times	2.4039 Times
QUICK RATIO	1.2073 Times	1.1292 Times	2.3292 Times
NET WORKING CAPITAL	RM1,999,190	RM2,043,402	RM4,393,750

4.4 Summary of Trend Analysis

The liquidity performance of Fokus Auto (Sitiawan) Sdn Bhd can be measured by calculate current ratio, quick ratio and net working capital. As we can see above, the company current ratio had decreased from 1.24 times in 2019 to 1.18 times in 2020 but slightly increased from 1.18 times in 2019 to 2.40 in 2021. The company liquidity decreases due to the increase amount of the most liquid assets in the company that is inventories. The inventories show the highest percentage of increase in current assets. Also, account payables and other payables shows the highest percentage of increase in current from the year 2020 to 2021. This makes liquidity to drops. Other than that, quick ratio also shows a decreased from 1.21 times in 2019 to 1.13 times in 2020, but slightly increase to 2.33 times in 2021. However, the company has excess in current asset. It can be proved by net working capital was slightly increase from RM1,999,190, RM2,043,402 and RM4,393,750 in 2019,2020 and 2021 respectively. Overall, the company still has the ability to pay their short-term obligations as their ratio is still high in 2021.

<u>LEVERAGE RATIO</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
DEBT RATIO	79.49%	80.34%	41.75%
DEBT TO EQUITY RATIO	0.2299 Times	0.0970 Times	0.0491 times
TIMES INTEREST EARNED	0.0875 Times	24.2077 Times	53.2063 times

4.4 Summary of Trend Analysis

The leverage performance of Fokus Auto (Sitiawan) Sdn Bhd can be measured by calculate debt ratio, debt to equity ratio and times interest earned. As we can see, the debt ratio is increase from 79.49% in 2019 to 80.34% in 2020, but slightly decrease to 41.75% in 2021. The decrease in total debt 2021 indicate that the company is reducing their borrowing from debt and borrowed more from equity. It can be proved by debt-to-equity ratio which declined from 0.23 times, 0.10 times and 0.05 times in 2019, 2020 and 2021 respectively. However, the company is able to pay interest payment from its profit. It can be proved by the times interest earned increased from 0.09 times, 24.21 times and 53.21 times in 2019, 2020 and 2021 respectively. Overall, the company has a high ability to pay their debt.

<u>ACTIVITY RATIO</u>	<u>2019</u>	<u>2020</u>	<u>2021</u>
AVERAGE COLLECTION PERIOD	26 days	46 days	11 days
INVENTORY TURNOVER	302.5993 Times	126.3725 Times	393.2074 times
FIXED ASSET TURNOVER	112.7492 Times	72.7554 Times	174.8727 times
TOTAL ASSET TURNOVER	8.3726 Times	5.2748 Times	11.4100 times

4.4 Summary of Trend Analysis

The activity performance of Fokus Auto (Sitiawan) Sdn Bhd can be measured by calculate average collection period, inventory turnover, fixed asset turnover and total asset turnover. As we can see, the company is not able to collect its credit sales faster in 2020 due to pandemic Covid-19. It can be proved by average collection period increase from 26 days in 2019 to 46 days in 2020. However, the company took shorter days to collect its credit sales in 2021 as proved by accounts receivables period decrease from 46 days in 2020 to 11 days in 2021. The company become less efficient in managing their inventory in 2020 as inventory turnover ratio decrease

from 302.60 times in 2019 to 126.37 times in 2020, but efficient in 2021 as it is slightly increase to 393.21 times. Moreover, the company is less efficient manages its fixed asset to generate sales in 2020 as their FATO shows a slightly decrease from 112.75 times in 2019 to 72.76 times in 2020 but efficient in 2021 as it is slightly increase to 174.87 times. Also, the company is less efficient to manages all its asset to generate sales in 2020 as TATO shows a slightly decrease from 8.37 times in 2019 to 5.27 times in 2020 but efficient in 2021 as it is slightly increase to 11.41 times. Overall, the company is efficient in using their all assets to generate more sales.

PROFITABILITY RATIO	<u>2019</u>	<u>2020</u>	<u>2021</u>
GROSS PROFIT MARGIN	1.47%	0.52%	5.60%
OPERATING PROFIT MARGIN	0.02%	0.92%	2.64%
NET PROFIT MARGIN	0.10%	0.69%	2.05%
RETURN ON ASSET	0.88%	3.64%	23.39%
RETURN ON EQUITY	4.20%	18.51%	40.15%

4.4 Summary of Trend Analysis

The profitability performance of Fokus Auto (Sitiawan) Sdn Bhd can be measured by calculate gross profit margin, operating profit margin, net profit margin, return on asset and return on equity. As we can see, the company is able to generate more profit from year to year. It can be proved by the gross profit margin was slightly increase from 0.52% to 5.60% in 2021. Also, for the operating profit margin and net profit margin increase slightly from 0.02%, 0.92% and 2.64% in 2019,2020 and 2021 respectively and 0.10% to 0.69% to 2.05% in 2019,2020 and 2021 respectively. The making is making a higher profit after deducting all costs. Return on assets of the company increase slightly from 0.88%, 3.64% and 23.39% from 2019,2020 and 2021 respectively. So, the company is able to generate high profit from its investment in total assets. Also, return on equity of the company slightly increase from 4.20%, 18.51% and 40.15% from 2019,2020 and 2021 respectively. It indicates that the company is able to pay more profit to its shareholders from their investment.

4.5 SWOT Analysis

An evaluation of a company's strengths, weaknesses, opportunities, and threats is done using a SWOT analysis. SWOT analysis is a tool that can assist company determine its existing competitive advantages and create a winning long-term plan. It can also reveal areas of the business that are restricting their growth or that their competitors may be exploiting if left unchecked. In other words, what's happening inside and outside of the organization is examined in a SWOT analysis together with internal and external factors. As a result, while some of these factors will be in their control, others won't. In either case, once identify, record, and examine as many elements as they can, the best course of action will become more evident. Without each of these components, a SWOT analysis cannot be comprehensive.

Strengths come first. It is used to draw attention to an organization's advantages and what sets it apart from the competition, such as its unique technology, strong balance sheet, loyal clients base and etc. For instance, a hedge fund might have created a proprietary trading method that outperforms the market. The next step is to decide how to use the results to draw in new investors. Second is weaknesses. It keeps the company from operating at its best capacity. These are areas where businesses need to improve in order to remain competitive including a weak brand, high debt levels, insufficient supply chain or lack of capital. Opportunities are beneficial external factors that might provide a business a competitive edge. If a country lowers its tariffs such as car manufacturers may export their vehicles to new markets, increasing sales and market share. Threats are factors that may bring harm to an organization. For example, a wheat producing corporation is at risk from drought because it can harm or reduce crop yields. Other common risks include things like increased material costs, more intense competition, labor shortages and so on.

A SWOT analysis can help the business identify risky presumptions and organizational performance blind spots. If you use them wisely and collectively, it can provide them a fresh perspective on where their business is at the moment and assist them in coming up with the best course of action for any circumstance. For instance, they may be fully aware of some of their organization's strengths, but they may not realize how reliable they are until they list them alongside weaknesses and threats. Likewise, they may have legitimate concerns about some of their company's weaknesses, but by conducting an analysis systematically, you can uncover previously unrecognized potential that could replace them.

<p>Strength</p> <ul style="list-style-type: none"> - Excellent customer service - Consistency of service quality - Wide variety of service 	<p>Weakness</p> <ul style="list-style-type: none"> - Poor spare parts inventory - Difficulties in recruiting qualified staff - Lack of social approaching
<p>Opportunity</p> <ul style="list-style-type: none"> - Growth into emerging markets - Consumer taste shifts to eco-friendly vehicles - Technological developments 	<p>Threat</p> <ul style="list-style-type: none"> - Competitors - Supply chain disruptions - Regulatory changes

4.5.1 STRENGTHS

1. Excellent customer service

Customers who come to the company Fokus Auto (Sitiawan) Sdn Bhd for service their car will receive an excellent customer service. For instance, when a customer's car is being serviced, the business offers a waiting room for them. Customers are provided with a very nice waiting area since it has air conditioning for their comfort, prepared with water, and also variety of food options like Nasi Lemak, cakes, and so on. Everything is all be added and open to anyone. Additionally, they are highly concerned about the client's comfort. The company also offers service to pick up client's car at home, service it and then return back to you.

2. Consistency of service quality

Achieving uniformity and fairness in the level of service. Utilizing suitable, adequate, and modern technologies and tools for maintenance and service. The company will their best to providing the requested service, attending and resolving the client's complaint right away as promised. When necessary, service technicians receive periodical classroom and refresher training. In designated repair bays, skilled technicians work side-by-side while utilizing modern tools to make sure that every part of client's vehicle is taken care of. With Toyota Genuine Parts, the clients are guaranteed with high-quality service from professionals. To ensure that their Toyota is always operating at its best, the company offer up to 22 check points.

3. Wide variety of service

Clients can send their imported Toyota vehicle to extensive network of service centers for regular service, maintenance, component repairs, as well as body and paint repair. The services provided are very affordable yet comprehensive through Toyota MaxCheck. For normal use, service your

vehicle every 6 months or 10,000 km, or whichever comes first. For severe driving conditions, we recommend service intervals every 3 months or 5,000 km, or whichever comes first. Additionally, the clients can rely on us to provide a full diagnosis for the repair of their engine, components, or chassis. They also provide dependable service and a warranty for high-quality labour and Genuine Toyota Parts such as shock absorbers, tyres, batteries, brake pads, and engine assembly

4.5.2 WEAKNESS

1. Poor spare parts inventory

Due to poor inventory system, the spare components were unavailable when the client's vehicle needed repair. Some technicians can be carrying the incorrect or excessive amount of stock, while others might be carrying the opposite. The lack of spare parts might result in significant financial losses. Additionally, the problem of obsolescence with spare components frequently results in their being dumped at a very low value. Also, the technician must leave the customer's site to pick up or buy a replacement part if they don't already have it. Because the service visit takes longer to complete, there are fewer service visits per day and a need for a second visit to install the right part.

2. Difficulties in recruiting qualified staff

As vehicles get more complex, automotive industry have had a hard time finding workers who can work in several fields. In fact, the lack of highly trained, experienced industry specialists and the rising demand for these skills applicants have made it difficult for employers to fill open position. When it comes to permanent recruitment, we can see that today's skilled technicians are very aware of their value and continue to actively seek out new opportunities. When it comes to permanent recruitment, we can see that today's skilled technicians are very aware of their value and are actively looking for new job opportunities. From a job seeker's perspective, there is greater determination when entering the market as they realize the advancement opportunities that this rapidly growing industry can bring.

3. Lack of social media approaching

One of the most successful digital marketing channels is social media, which increases the visibility of business among potential customers and lets the company reach a wider audience. So, it is important to adapt to the current technology to increase more sales. Fokus Auto (Sitiawan) Sdn Bhd is a bit late at this trend compared to the competitors. I observe this in the company

because there are not fully utilized all of the social media since it focuses more on Facebook to keep posting a poster to attract their clients.

4.5.3 OPPORTUNITIES

1. Growth into emerging markets

As a major international automaker, Toyota has a great chance to increase its market share in developing nations. A promising market for Toyota's lineup of vehicles can be found in nations with fast expanding middle classes, such as Brazil, India, and some African countries. By entering these markets, Toyota might dramatically increase its sales volume and profitability. But for this expansion to be successful, it is crucial to have a full awareness of the local market dynamics, consumer preferences, and regulatory landscape. Toyota may employ effective techniques that catered to the distinctive features of these areas.

2. Technological developments

Vehicle repair services may be able to advance as a result of new systems, diagnostic tools and vehicle component capabilities. Proactively addressing technology development can help you gain an edge over your competitors. Toyota service centers need to diversify the use of more advanced technology to increase productivity.

3. Consumer taste shifts to eco-friendly vehicles

Shifting consumer tastes are the biggest threat to car manufacturing companies like Toyota. Customer concerns about environmental sustainability are increasing, which is increasing customer demand to switch to eco-friendly vehicles such as electric and hybrid. They place great importance on technology and networking elements in their cars. Toyota's market position and profitability may suffer if it is unable to recognize and adapt to these changes in consumer tastes. Toyota may find it difficult to retain its current customers and attract new customers. So, Toyota needs to be smart to produce more of this type of hybrid car.

4.5.4 THREAT

1. Competition

The global automotive industry faces a strong competition. In its various markets, Toyota is up against highly competition from automotive manufacturers. Given the ongoing globalization and consolidation of the global automobile sector, there is a good chance that competition between various car manufacturers will get more intense. Products' features and quality, the length of time needed for invention and development, pricing, safety, fuel economy, customer

service are all elements that affect competition. Increased competition may result in lower car unit sales and high inventories, which may put downward pressure on prices and affect the company's financial situation and operational results.

2. Supply chain disruptions

Natural disasters and other unforeseen occurrences have the potential to disrupt Toyota's worldwide supply chain, which might have an effect on both production and sales. The COVID-19 epidemic, earthquake and tsunami are a few examples. The automotive industry is a capital-intensive industry that cannot operate effectively without a stock of spare parts and raw materials. The covid-19 pandemic that hit Malaysia has reduced the sales of Toyota and other car makers. These areas have been severely affected by the pandemic. Toyota's development would continue to be under danger from COVID-19 until the governments begin to widely distribute the vaccine.

3. Regulatory changes

To address climate change and advance sustainable transportation, governments all around the world are enforcing higher emissions limits and restrictions. To adhere to these rules and keep its market position, Toyota must continue to invest in the creation of fuel-efficient and emission free automobiles. Toyota's operations, costs, and market access may be greatly impacted by changes in pollution standards, safety requirements, or trade policies. For instance, more expensive changes to car designs may be required to meet stricter pollution rules.

5.0 DISCUSSION AND RECOMMENDATION

1. Excellent customer service

Toyota uses customer service to create long-lasting relationships with its customers. Customer service is essential because it may be utilized to distinguish a company's products, retain consumers, and ultimately boost sales and profits. Additionally, providing exceptional customer service gives a business the chance to acquire a long-lasting competitive edge (Sharma & Lambert, 2000). For businesses to keep customers, service quality and reliability are essential (Shostack, 2000). In addition, the staff of Toyota need to have the knowledge and abilities to provide the service and able to engage with clients in a way of confidence and trust. One of the determinants of service quality is the delivering of personalized service, as well as responsiveness and competence (Hisaka, 2013).

2. Poor spare parts inventory

Good spare parts inventory management can increase customer satisfaction in some industries where manufacturers offer after-sales services by lowering product downtime. I recommend Fokus Auto (Sitiawan) Sdn Bhd to did a classification of spare parts. According to Huiskonen (2001) and Boylan, Syntetos, and Karakostas (2008), categorization of the items is a crucial component of inventory management systems because it allows for the selection of demand forecasting and inventory control techniques as well as the establishment of different performance goals for inventory turnover and service levels between categories. However, the majority of the works surveyed simply use the part categorization to select the demand forecasting model rather than the inventory control strategy.

3. Lack of social media approaching

I recommend Fokus Auto (Sitiawan) Sdn Bhd to engage in social media platform in order to help the business draw in clients, get client feedback, and foster client loyalty. There are 6.8 billion people on the planet, with 4 billion owning a mobile phone, the majority of which are smartphones. (Kaur, G. (2017). Therefore, now is a good time for them to seize the chance to grow their company. In "Connected: The Surprising Power of Our Social Networks and How They Shape Our Lives," author Nicholas Christakis, Harvard University sociologist and UCSD Professor of political science and medicine named James H. Fowler discuss their study of the "three degrees of influence." The fundamental idea is that your friends, their friends, and their friends' friends all have an indirect impact on your behaviors.

4. Technological developments

Toyota service centers need to diversify the use of more advanced technology to increase productivity. One of a company's objectives is to look for new ways to compete in the market, thus it's important to carry out various tasks including updating the organization's human resource base and acquiring new technologies. These two factors working together can produce a competitive advantage. According to Porter (2009), all organizations today are forced to compete to create value, which is defined as the capacity to effectively fulfil customer expectations or surpass them. Any industry needs a plan to provide greater value to its consumers. It is believed that the only businesses that succeed in the market are those that are competitive.

6.0 CONCLUSION

In conclusion, Toyota consistently maintains its position as the most admired company by striking a balance between the needs of its customers and environmental protection. By providing high-quality goods and services that meet customer needs and boosting the loyalty of business partners to them, they were able to build and maintain relationships with customers and business partners. Toyota creates vehicles with environmentally friendly features and implements steps to lower carbon footprints in order to preserve the environment. My internship at Fokus Auto (Sitiawan) Sdn Bhd gave me knowledge and experience of the workplace. I have always feared working in my department because of the significant amount of responsibility. Through this internship, I am learning how to intellectually, physically, and emotionally get ready when time needed. Furthermore, thanks to the many experiences they had while through internship training, I learned how to survive in a genuine working environment. I will be able to use all of this experience when I start a real profession. Last but not least, despite the numerous difficulties I had during the internship training, I'm happy to report that I was able to finish it without needing to extend the training period at Fokus Auto (Sitiawan) Sdn Bhd.

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APPENDICES
2019 and 2020

Registration No.: 201701041844 (1256017-P)

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF FINANCIAL POSITION
As at 31 December 2020

	Note	2020 RM	2019 RM
Non-current asset			
Property, plant and equipment	5	1,035,137	813,530
Total non-current asset		<u>1,035,137</u>	<u>813,530</u>
Current assets			
Inventories	6	595,951	303,123
Trade receivables	7	9,664,351	6,523,716
Other receivables	8	1,853,089	2,442,021
Amount due from a Director	9	-	23,808
Cash and bank balances	10	1,077,445	889,199
Current tax assets		51,666	-
Total current assets		<u>13,242,502</u>	<u>10,181,867</u>
Total assets		<u>14,277,639</u>	<u>10,995,397</u>
Equity			
Share capital	11	1,500,000	1,500,000
Retained earnings		1,306,289	786,945
Total equity		<u>2,806,289</u>	<u>2,286,945</u>
Non-current liabilities			
Deferred tax liabilities	12	5,870	5,870
Finance lease payables	13	266,380	519,905
Total non-current liabilities		<u>272,250</u>	<u>525,775</u>
Current liabilities			
Trade payables	14	6,537,427	7,571,290
Other payables	15	4,438,506	227,825
Current tax liabilities		-	50,000
Floor stocking facilities	16	-	193,561
Finance lease payables	13	223,167	140,001
Total current liabilities		<u>11,199,100</u>	<u>8,182,677</u>
Total liabilities		<u>11,471,350</u>	<u>8,708,452</u>
Total equity and liabilities		<u>14,277,639</u>	<u>10,995,397</u>

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF COMPREHENSIVE INCOME
For the financial year ended 31 December 2020

	Note	2020 RM	2019 RM
Revenue	17	75,704,873	93,075,918
Cost of sales		<u>(75,311,818)</u>	<u>(91,724,819)</u>
Gross profit		393,055	1,351,099
Other operating income		6,647,878	5,927,529
Staff costs		(2,222,055)	(2,320,425)
Administrative and other operating expenses		<u>(4,098,685)</u>	<u>(4,756,849)</u>
Result from operating activities		720,193	201,354
Finance income		2,260	3,844
Finance costs		<u>(28,660)</u>	<u>(188,688)</u>
Profit before tax	18	<u>693,793</u>	<u>16,510</u>
Tax expenses	19	(174,449)	(112,533)
Profit/(Loss) for the financial year		<u>519,344</u>	<u>(96,023)</u>
Other comprehensive income, net of tax		-	-
Total comprehensive income/(loss) for the financial year		<u><u>519,344</u></u>	<u><u>(96,023)</u></u>

Registration No.: 201701041844 (1256017-P)

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF CHANGES IN EQUITY
For the financial year ended 31 December 2020

	Share capital	Retained earnings	Total equity
	RM	RM	RM
As at 1 January 2019	1,500,000	882,968	2,382,968
Total comprehensive loss for the financial year	-	(96,023)	(96,023)
As at 31 December 2019	1,500,000	786,945	2,286,945
Total comprehensive income for the financial year	-	519,344	519,344
As at 31 December 2020	<u>1,500,000</u>	<u>1,306,289</u>	<u>2,806,289</u>

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF CASH FLOWS
For the financial year ended 31 December 2020

	Note	2020 RM	2019 RM
CASH FLOWS FROM OPERATING ACTIVITIES			
Profit before tax		693,793	16,510
Adjustments for:			
Depreciation of property, plant and equipment	5	350,045	412,928
Finance costs		28,660	188,688
Finance income		(2,260)	(3,844)
Gain on disposal of property, plant and equipment		(130,599)	(29,430)
Operating profit before working capital changes		939,639	584,852
Changes in working capital			
Inventories		(292,828)	1,000,468
Receivables		(2,527,895)	288,387
Payables		3,176,818	(396,830)
Cash generated from operations		1,295,734	1,476,877
Income tax paid		(276,115)	(327,533)
Finance income received		2,260	3,844
Finance cost paid		(28,660)	(188,688)
Net cash generated from operating activities		993,219	964,500
CASH FLOWS FROM INVESTING ACTIVITIES			
Purchase of property, plant and equipment	20	(64,003)	(61,585)
Sales proceed from disposal of property, plant and equipment		247,950	78,200
Net cash generated from investing activities		183,947	16,615
CASH FLOWS FROM FINANCING ACTIVITY			
Net of floor stocking facilities		(193,561)	(905,528)
Repayment of finance lease payables		(795,359)	(225,093)
Net cash used in financing activities		(988,920)	(1,130,621)
Net increase/(decrease) in cash and cash equivalents		188,246	(149,506)
Cash and cash equivalents at beginning of the financial year		889,199	1,038,705
Cash and cash equivalents at end of the financial year		<u>1,077,445</u>	<u>889,199</u>
Cash and cash equivalents comprise:			
Cash and bank balances	10	<u>1,077,445</u>	<u>889,199</u>

2021**FOKUS AUTO (SITIAWAN) SDN. BHD.**

(Incorporated in Malaysia)

STATEMENT OF FINANCIAL POSITION

As at 31 December 2021

	Note	2021 RM	2020 RM
Non-current asset			
Property, plant and equipment	5	<u>525,159</u>	<u>1,035,137</u>
Total non-current asset		<u>525,159</u>	<u>1,035,137</u>
Current assets			
Inventories	6	233,556	595,951
Trade receivables	7	2,705,900	9,664,351
Other receivables	8	2,200,953	1,853,089
Cash and bank balances	9	2,383,122	1,077,445
Current tax assets		-	51,666
Total current assets		<u>7,523,531</u>	<u>13,242,502</u>
Total assets		<u>8,048,690</u>	<u>14,277,639</u>
Equity			
Share capital	10	1,500,000	1,500,000
Retained earnings		<u>3,188,608</u>	<u>1,306,289</u>
Total equity		<u>4,688,608</u>	<u>2,806,289</u>
Non-current liabilities			
Deferred tax liabilities	11	5,870	5,870
Finance lease payables	12	<u>224,431</u>	<u>266,380</u>
Total non-current liabilities		<u>230,301</u>	<u>272,250</u>
Current liabilities			
Trade payables	13	1,658,011	6,537,427
Other payables	14	930,598	4,438,506
Current tax liabilities		292,568	-
Finance lease payables	12	<u>248,604</u>	<u>223,167</u>
Total current liabilities		<u>3,129,781</u>	<u>11,199,100</u>
Total liabilities		<u>3,360,082</u>	<u>11,471,350</u>
Total equity and liabilities		<u>8,048,690</u>	<u>14,277,639</u>

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF FINANCIAL POSITION
As at 31 December 2021

	Note	2021 RM	2020 RM
Non-current asset			
Property, plant and equipment	5	525,159	1,035,137
Total non-current asset		<u>525,159</u>	<u>1,035,137</u>
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Total assets		<u>8,048,690</u>	<u>14,277,639</u>
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Share capital	10	1,500,000	1,500,000
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FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF FINANCIAL POSITION
As at 31 December 2021

	Note	2021 RM	2020 RM
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Total assets		<u>8,048,690</u>	<u>14,277,639</u>
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Share capital	10	1,500,000	1,500,000
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Total equity		<u>4,688,608</u>	<u>2,806,289</u>
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Total non-current liabilities		<u>230,301</u>	<u>272,250</u>
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Trade payables	13	1,658,011	6,537,427
Other payables	14	930,598	4,438,506
Current tax liabilities		292,568	-
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Total current liabilities		<u>3,129,781</u>	<u>11,199,100</u>
Total liabilities		<u>3,360,082</u>	<u>11,471,350</u>
Total equity and liabilities		<u>8,048,690</u>	<u>14,277,639</u>

FOKUS AUTO (SITIAWAN) SDN. BHD.
(Incorporated in Malaysia)

STATEMENT OF COMPREHENSIVE INCOME
For the financial year ended 31 December 2021

	Note	2021 RM	2020 RM
Revenue	15	96,975,983	75,704,873
Cost of sales		<u>(91,835,955)</u>	<u>(75,311,818)</u>
Gross profit		5,140,028	393,055
Other operating income		3,413,493	6,647,878
Staff costs		(2,313,159)	(2,222,055)
Administrative and other operating expenses		<u>(3,767,610)</u>	<u>(4,098,685)</u>
Result from operating activities		2,472,752	720,193
Finance income		1,442	2,260
Finance costs		<u>(45,644)</u>	<u>(28,660)</u>
Profit before tax	16	2,428,550	693,793
Tax expenses	17	(546,231)	(174,449)
Profit for the financial year		<u>1,882,319</u>	<u>519,344</u>
Other comprehensive income, net of tax		-	-
Total comprehensive income for the financial year		<u><u>1,882,319</u></u>	<u><u>519,344</u></u>

CALCULATION ON RATIO

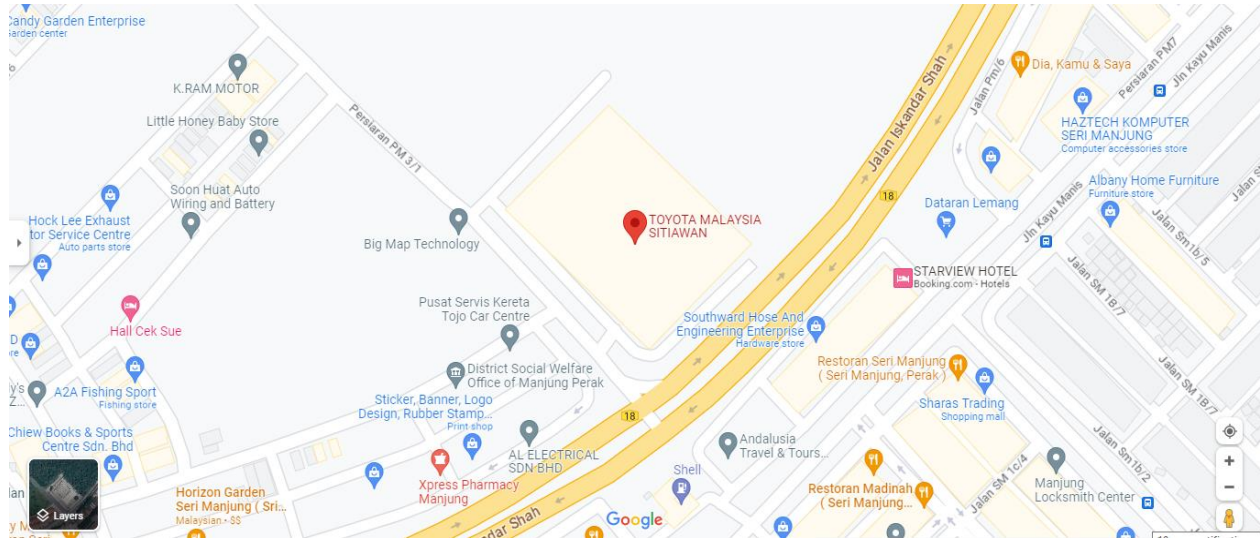
	2019	2020	2021
LIQUIDITY RATIO			
Current Ratio = (Current Assets / Current Liabilities)	= 10,181,867 / 8,182,677 = 1.2443 Times	= 13,242,502 / 11,199,100 = 1.1825 Times	= 7,523,531 / 3,129,781 = 2.4039 Times
Quick Ratio = (Current Assets – Inventories – Prepayment / Current Liabilities)	= 10,181,867 – 303,123 / 8,182,677 = 1.2073 Times	= 13,242,502 – 595,951 / 11,199,100 = 1.1292 Times	= 7,523,531 – 233,556 / 3,129,781 = 2.3292 Times
Net Working Capital = (Current Assets – Current Liabilities)	= 10,181,867 - 8,182,677 = RM1,999,190	= 13,242,502 – 11,199,100 = RM2,043,402	= 7,523,531 – 3,129,781 = RM4,393,750
LEVERAGE RATIO			
Debt Ratio = (Total Liabilities / Total Assets)	= 8,708,452 / 10,955,397 = 79.49%	= 11,471,350 / 14,277,639 = 80.34%	= 3,360,082 / 8,048,690 = 41.75%
Debt to Equity Ratio = (Non-Current Liabilities / Total Equity)	= 525,775 / 2,286,945 = 0.2299 Times	= 272,250 / 2,806,289 = 0.0970 Times	= 230,301 / 4,688,608 = 0.0491 times
Times Interest Earned = (Earnings Before Interest and Tax / Interest)	= 16,510 / 188,688 = 0.0875 Times	= 693,793 / 28,660 = 24.2077 times	= 2,428,550 / 45,644 = 53.2063 times
ACTIVITY RATIO			
Average Collection Period = (Accounts Receivables / Net Sales) x 360 days	= 6,523,716 / 91,724,819 x 360 days = 26 days	= 9,664,351 / 75,311,818 = 46 days	= 2,705,900 / 91,835,955 = 11 days
Inventory Turnover = (Net Sales / Inventory)	= 91,724,819 / 303,123 = 302.5993 Times	= 75,311,818 / 595,951 = 126.3725 times	= 91,835,955 / 233, 556 = 393.2074 times

Fixed Asset Turnover = (Net Sales / Fixed Assets)	= 91,724,819 / 813,530 = 112.7492 Times	= 75,311,818 / 1,035,137 = 72.7554 times	= 91,835,955 / 525,159 = 174.8727 times
Total Asset Turnover = (Net Sales / Total Assets)	= 91,724,819 / 10,955,397 = 8.3726 Times	= 75,311,818 / 14,277,639 = 5.2748 times	= 91,835,955 / 8,048,690 = 11.4100 times
PROFITABILITY RATIO			
Gross Profit Margin = (Gross Profit / Sales)	= 1,351,099 / 91,724,819 = 1.47%	= 393,055 / 75,311,818 = 0.52%	5,140,028 / 91,835,955 = 5.60%
Operating Profit Margin = (Operating Income / Sales)	= 16,510 / 91,724,819 = 0.02%	= 693,793 / 75,311,818 = 0.92%	= 2,428,550 / 91,835,955 = 2.64%
Net Profit Margin = (Net Income / Sales)	= 96,023 / 91,724,819 = 0.10%	= 519,344 / 75,311,818 = 0.69%	= 1,882,319 / 91,835,955 = 2.05%
Return on Asset = (Net Income / Total Assets)	= 96,023 / 10,955,397 = 0.88%	= 519,344 / 14,277,639 = 3.64%	= 1,882,319 / 8,048,690 = 23.39%
Return on Equity = (Net Income / Total Equity)	= 96,023 / 2,286,945 = 4.20%	= 519,344 / 2,806,289 = 18.51%	= 1,882,319 / 4,688,608 = 40.15%

1. LOGO



2. LOCATION



Lot 22971, Jalan Lumut-Sitiawan, 32040 Seri Manjung, Perak

3. ENTRANCE



4. SHOWROOM



5. SERVICE RECEPTION



6. WORKSHOP





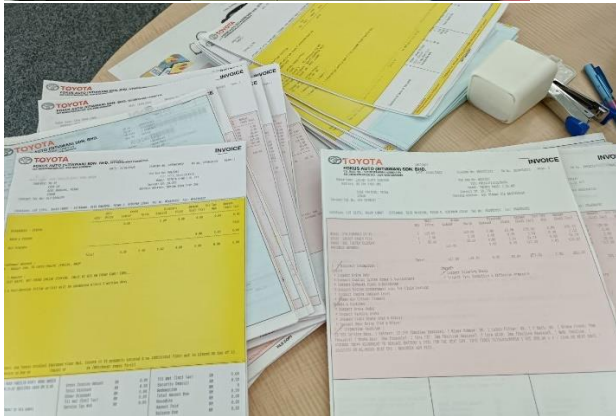
7. BODY & PAINT RECEPTION



8. CAR WASH BAY



ACTIVITY



OUR ORIGINAL REPORT

Document Information

Analyzed document	NURUL AIN BINTI RAMLEE_2021149275_OUR ORIGINAL.pdf (D172335014)
Submitted	2023-07-24 05:29:00
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Submitter email	nurulainramlee00@gmail.com
Similarity	1%
Analysis address	hafizha853.UJTM@analysis.ouroriginal.com

Sources included in the report



URL: <http://emeraldempireberhad.blogspot.com/2012/02/toyota-malaysia.html>
Fetched: 2021-04-09 10:15:22



3

Entire Document

1 EXECUTIVE SUMMARY My memorable and enlightening 6-month industrial training began here at Fokus Auto (Sitiawan) Sdn Bhd. This report details and explains my 14-week internship training experience at Fokus Auto (Sitiawan) Sdn Bhd to satisfy the internship (MGT666) requirement. The estimated training period began on 1 March and finished on 15 August 2023. The company is a well-known car dealer of Toyota in Sitiawan, Perak. I learned new skills, work cultures and my roles as an admin assistant or customer service during my internship training. I initially found it difficult and trying to adjust to the new environment and the nature of the work, but eventually I was able to do so and continued to learn from my coworkers there. In contributing ideas, there are some of my ideas that have been rejected and some that have been adjusted while I was working there. This experience helps me to improve and improve myself from making the same mistakes. When I make mistakes, my supervisors constantly give feedback and correct it, which I have found to be really beneficial for helping me learn and adapt to the new environment. I discovered that while it is common for humans to make mistakes, by following the protocols, we can prevent the errors from reoccurring. In addition, the internship programmed gave me insight into how the business operates, which is entirely different from what is taught in the classroom. During the internship training, I had to meet shorter deadlines, which helped me work more productively and critically when producing new content or finishing tasks. In addition, this industrial training can strengthen the sense of confidence and responsibility in myself to carry out all the tasks given. This may be considered as my pre-start training for my future job path. In conclusion, I think that this internship has given me a variety of work experience, feeling the work culture before I step into the real world of work.

2 ACKNOWLEDGEMENT First of all, I would like to say Alhamdulillah and thank you to Allah S.W.T for giving me a good health, giving me strength and ability to finish industrial training report in order to complete my report on time. Next, I would like to thank Fokus Auto (Sitiawan) Sdn Bhd for giving me the opportunity to finish my industrial training within the time given. I would like to thank the Customer Relationship Executive (CRE) Cik Nur Solehah Binti Muslim who is also my company supervisor, for accepting me to do industrial training at Fokus Auto (Sitiawan) Sdn Bhd and who has helped me by offering encouragement and guidance. In addition, I want to express my gratitude to all of the employees that always help me and correct me when I perform the jobs that have been assigned to me. Furthermore, I would also want to thank Puan Noor Hafizha Binti Mohd Yusoff, who served as my academic advisor, for this course (MGT666). I owe her a great debt of gratitude since she provided me with professional, sincere, and helpful advice and encouragement me to prepared this internship report. My sincere gratitude also extends to my devoted and supporting family members, for whom we will always be grateful for their countless sacrifices and prayers on my behalf. Alhamdulillah.

3 1.0 STUDENT'S PROFILE