



INDUSTRIAL TRAINING REPORT
NCC AUTOMOBILE SDN. BHD.
(PERODUA KAMPAR)

1ST MARCH 2023 – 15TH AUGUST 2023

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) FINANCE

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**UNIVERSITI
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1.1 Executive Summary

For my last semester of my bachelor's degree of Business Administration (Hons.) Finance in UiTM, it is compulsory for me to take MGT666, the code for internship subject. It requires me to do a 6-month or 24 weeks internship training in any company as related to my course. I have selected NCC Automobile Sdn. Bhd, an esteemed auto dealership specializing in Perodua cars, situated in the city of Kampar, Perak, as the company where I intend to undertake my internship. The internship took place from 1st of March 2023, until 15th of August 2023. This internship journey was very enjoyable to me as it taught me a lot of new knowledge and improved my soft skill such as dealing with people and how the actual working environment works. I believe that this 6-month experience would be a useful experience for me for my future career path.

This report is based on my observations and experiences that I have gained while completing my internship at NCC Automobile Sdn. Bhd. (Perodua, Kampar) in the 6 months journey. During my internship period I have conducted a SWOT analysis on Perodua Kampar that will be one of the main focuses in this report. Not only that, but I also use PESTEL analysis in aiding to identify the opportunities and threat for the company. We can challenge risky presumptions and identify risky blind spots on how the firm is performing with the aid of SWOT and PESTEL analysis. It can provide fresh perspectives on the position of the company if we use it thoughtfully and cooperatively.

PART 3: COMPANY'S PROFILE

3.1 Name, location, and background



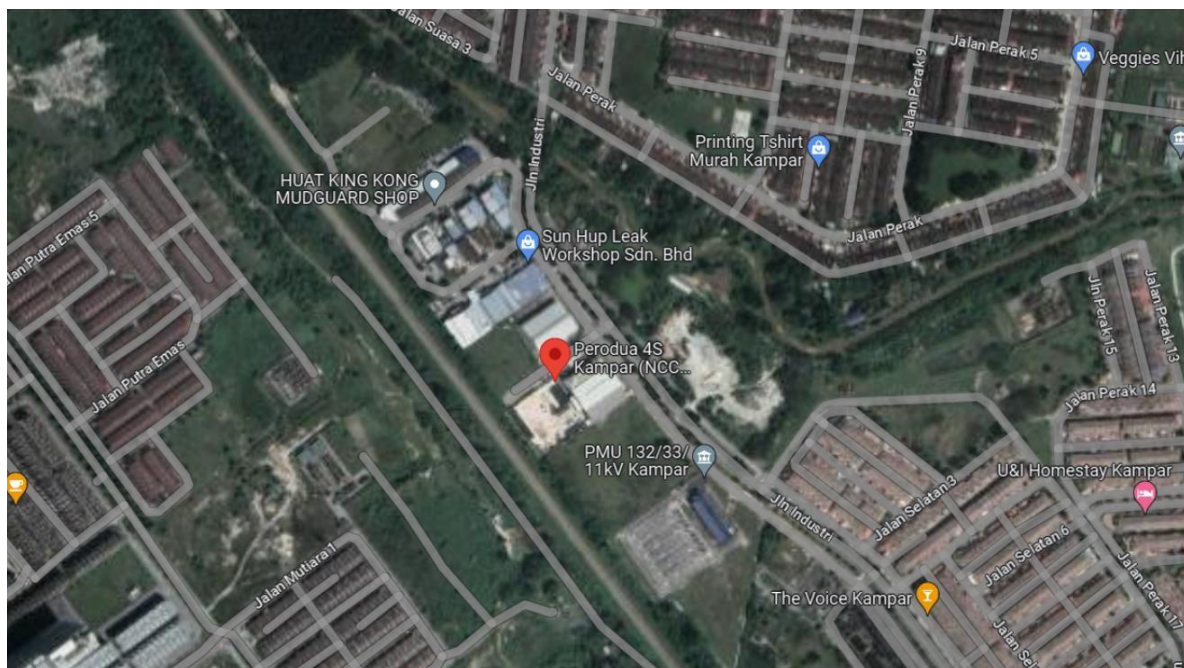
NCC Automobile Sdn Bhd is an auto dealer for Syarikat Perusahaan Otomobil Kedua (Perodua). This company was founded by Mr Ng Chee Choy in 2006 and currently has been handed to his eldest son, Mr Ng Boon Khang. NCC Automobile or Perodua Kampar is a 4s auto dealer, which means the company are engaging in 4 businesses relating. The '4s' stand for sales, services, spare parts, and survey. When Perodua Kampar first operated in 2006, they only have one department which was service. However, in October 2021, the company upgraded to a 4s auto dealer.

The company has 4 main departments, which are service, body and paint, sales, and insurance. Service departments is made for the Perodua car users to come and service their car here. Basically, for every 10,000km, Perodua users need to send their cars to Perodua Service Centre to get their car serviced. There are two types of services which are minor and major service. Currently, the service department has 4 services advisor and around 8 mechanics conducting the services. The service is open every day except public holidays. As for body and paint department, it is for the customer to change their car body parts or to re-paint their car. Customers also come to get their cars repaired here if they got into accidents. The admins could also handle the insurance claim for the customers that get into accident as well as getting the cars repaired. Currently the body and paint departments has around 6 admins and more than 10 mechanics.

Moving on to the sales department, it was commenced in October 2021. Sales department is handled by one of Mr Ng Chee Choy's daughters which is Ms Ng Yee Won. As of now, there are about 120 brokers and sales advisors which are responsible to find customers to sell the cars. The sales department has 4 admins that handle the order from the sales advisors and

broker from the bookings are made, until the cars are delivered to the customers. Lastly, insurance department. Insurance department is under the supervision of Ms Tang Jo Yee. The department currently has one admin and one intern. This department are responsible to prepare insurance and roadtax for the customers that buy their cars here before delivering the cars to them. Not only that, but they also do roadtax renewal for previous customers and to whoever wishes to get their roadtax and insurance renewed.

This company is located in Bandar Baru Kampar and exactly in the industrial area in Kampar. The company has two floors which the first floor is the cars' showroom and service centre, the second floor is the finance and administration office. NCC Automobile just recently opened their second branch in Barrington Square Cameron Highlands in February 2023. The Cameron Highlands' branch is handled by Mr Ng Chee Choy youngest son which is Mr Ng Boon Jian. However, the Cameron's Highland branch only offers cars service for their customers there. The location of Perodua Kampar is shown in the picture below.



3.2 Vision, Mission, Objective & Goals

3.2.1 Vision

“To be one of the car dealerships most favoured by customers with the production of vehicles produced and providing high quality services and able to contribute to the development of the country”.

3.2.2 Mission

“To be a well-known distribution company with excellent quality and trust and to do all work efficiently in terms of efficiency in the use of technology by using available resources, showing resilience in the face of challenges”.

3.2.3 Objectives and Goals

“Optimizing benefits to customers and stakeholders, dedication to social responsibility to the community, the environment and the development of a skilled workforce, and aspiration to maintain the good name of the Perodua company.”

3.3 Organizational Structure



3.4 Product / Services



Perodua Axia



Perodua Myvi



Perodua Bezza



Perodua Aruz



Perodua Ativa



Perodua Alza

PART 4: TRAINING'S REFLECTION

4.1 Training's duration

As a student of bachelor degree of Business Administration (Hons.) Finance in UiTM, it is compulsory for us to take HRM666 which is the code for our internship subject. The internship lasts for 6 months or 24 weeks. In my case, I started my internship on the 1st of March 2023, and will be completing my internship on the 15th of August 2023. My working hours in my internship company is from 9:00 a.m. to 6:00 p.m. from Monday to Friday, and as on Saturday, the working hour is from 8:30 a.m. until 1:30 p.m.

4.2 Training's details

As I was finding the internship placement around Kampar area in January 2023, I saw a post on Facebook that said that Perodua Kampar is looking for an intern for their company. I then called the company to ask if the vacancy is still available, and they asked me to send them the internship application letter and my resume. They then contacted me a week after saying that I got accepted to the company to do my internship there and I will be put in the general administration department. On my first day of my internship, Mrs Ervinasurianti, my supervisor in Perodua Kampar, brought me to the second floor which the administrative office is located. She then introduced me to everyone in the office.

The first task that had been given to me was arranging the cars' services invoices and repair orders. Basically, every day there will be around 30 – 60 cars that been sent by the Perodua cars users to Perodua Kampar to get the cars serviced. Invoices and repair orders invoice will then be generated for every single car after they finished with the service. The invoices will be sent to the headquarter by the end of the month for the company to claim the commission from the headquarter. The task to arrange the invoices and repair orders has been given to me as my daily task since the first day. I must collect the invoices and repair orders from the service advisors every morning and start arranging them according to their invoice numbers.

Since I am in General Administration Department, I had to do task from various departments such as finance, insurance, and sales administration department. In the first week, I was given a task from insurance department to calculate the outside stock for the cars that claimed their insurance here to repair their cars. Aside from that, I had to ensure that the amount of the insurance claimed, and the company's invoice is the same amount. In

insurance department, I also learned to calculate the percentage taken by the bank of insurance renew for customers that pays using their card. Some customers paid using card from the service advisor, and the money will go to the service department bank account. Hence, the money needs to be transferred back to insurance department bank account. After calculating the percentage and deducted the percentage taken by the bank, I must prepare the repayment invoice for the service department manager to release the payment to insurance department bank account.

Starting my third week, my supervisor started to give me the task from finance department itself which was to calculate the company's daily collection report and to ensure that the amount in the merchant bank's statement is balanced. I am required to print out the daily merchant's bank statement, from our merchant bank which is Public Bank. I need to log in to the Public Bank's merchant system and download the previous day's daily statement. Once I printed it out, I then calculated the amount of the merchant's statement and our company daily collection report, if there is missing amount or extra amount in the daily collection, I had to find where the differences are from and write a remark for it in the report.

Additionally, I have a monthly task from the sales department, which is to prepare the Sales and Service Tax (SST) Summary Report. Last year, there was an announcement from the Perodua headquarter which is to give SST exemption to those who booked the cars before June 2022. Due to that, when cars are about to be delivered, the sales admins will check if the customer booked the cars before June 2022 and is entitled to receive exemption for SST. If the customers are entitled to receive SST exemption, the admins will give the customers file to me for me to prepare the SST Summary Report. By the end of the month, we will send the summary report to the headquarters in order to claim back the SST discount we gave to the customers. Each car would get around RM723.00 to RM1,170.00 of discount as deducted from the SST exemption.

Last but not least, some other minor but important tasks I did to ensure the operation go smoothly also includes opened new customers' files after they made a booking, printing out letter of undertaking from banks after the cars' loan have been approved, placed the letter of undertaking in the customers' files, made copies for road taxes for cars that is about to be delivered, and lastly, prepared plat numbers for the cars before being delivered to customers.

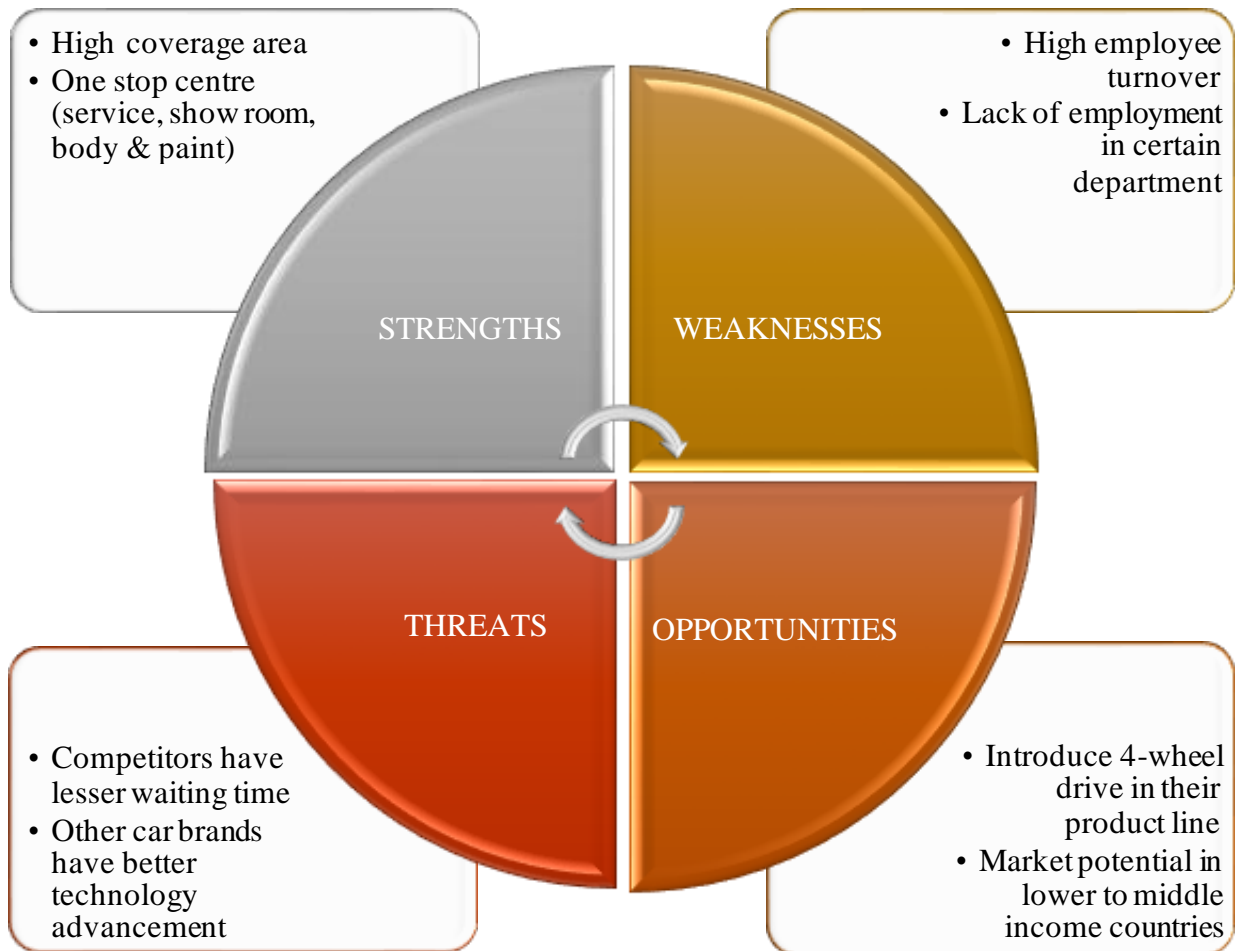
4.3 Training's gains

To have the opportunity to be in the general administration department in Perodua Kampar is such a valuable experience for me. First and foremost, being in the general administration department, I was able to challenge myself to be flexible working in various departments. I was able to do various of task assigned from sales, service, body and paint and finance department. This was such a valuable knowledge for me as I was able to learn how things are done in each of the department. I was also able to polish my communication skill as I had to communicate with a lot of people from different departments and it was always an honour to work collaboratively with them that assisted me in completing my assigned duties.

Aside from that, another knowledge that I truly cherish is that I was able to learn the flow of cars' purchasing from when the booking is made until the car is being delivered to customers. As I was required to do tasks from sales department, I was able to handle a few steps in ordering the cars for customer. I am required to open files for new customers that has made booking payment which is the early steps of ordering the car. The files then will be kept in the storage rack. When bank agreed to give the loan to the customers, the bank will release letter of undertaking. I will then print out the letter of undertaking and attach it with the customers' files. Sales admins will then continue from there to allocate the car from the customer which mean to wait for the engine chassis number, calculate downpayment, register car with Road Transport Department, car delivery and lastly disbursement to bank for the bank to release the payment of the car to company.

Last but not least, I was able to learn to use a software I have never used before which is the Perodua Sales Operating System and Perodua Service System. The process of learning these systems were tough but enjoyable since I learned something new which can be very beneficial for me in the future. Perodua Sales Operating System is used to generate the important documents from the headquarter after the sales admins key in the customer details there. I am truly grateful that I got the opportunity to use both system myself as some tasks given to me need to be completed using the systems. I also gained an enormous amount of knowledge from my colleagues during my internship period. They were really helpful and always there to teach me new things for me to learn which I truly appreciate.

PART 5: SWOT ANALYSIS



Strength 1: High coverage area

Consider the locations of your competitors. You should avoid moving next door or across the street from a business competitor. You can discover a business location that will allow you to establish your own base if you are aware of where your competitors are located. It can also help you determine the demand for your product or service relative to that of competitors. (D'Angelo, 2023) NCC Automobile or Perodua 4s Kampar has a high market coverage area as it is the only one 4s auto-dealer in Kampar District. Perodua in this case, exercises exclusive distribution. Exclusive distribution is the most extreme form of selective distribution, in which there is only one wholesaler, retailer, or distributor in each geographical area. Since Perodua Kampar is the only 4s dealership covering this area, all resources dedicated to that area is redirected to Perodua 4s Kampar, therefore it can run its business more efficiently. Moreover, the district around Kampar such as Batang Padang and some part of the Perak Tengah also does not have any car dealer around them, the closest car dealer for the people in Batang Padang and Perak Tengah is Perodua Kampar. This would give Perodua Kampar greater profit margins. Since Perodua Kampar is the only dealer, it has more control over pricing, which may provide them the opportunity to set greater profit margins on the cars they sell. Due to the shortage of options, customers who need an automobile right now could be prepared to spend more.

Strong brand recognition can be facilitated by being the sole 4s auto-dealer in the vicinity. Perodua Kampar will be the first to come to mind when individuals consider purchasing a car in that location. Increased consumer loyalty and repeat business may result from this. Perodua being the only 4s dealership in this area facilitates strong customer relationships. Customers will rely on Perodua Kampar for maintenance, repairs, and after-sales services if there are no other options in the area. By offering top-notch customer service, they may create enduring bonds and encourage customer loyalty, which can lead to repeat business and favourable word -of- mouth recommendations. Perodua being the only dealership in this district area lowers marketing costs. If there isn't any competition, they might not need to spend as much on marketing and advertising. Without making considerable promotional efforts, word-of-mouth recommendations and their dominant market position can bring in a steady flow of clients.

Strength 2 = One stop centre (service, show room, body & paint)

Perodua Kampar is a 4s dealership business, which implies a car dealership with permission from the manufacturer to conduct business in the four areas including sales, spare parts, services, and surveys. Perodua Kampar started with just providing Perodua cars' service in 2006, however they then upgraded to a 4s dealership in October 2020. Since it offers more than just cars' service now, the company is not only relying on Perodua users to come and get their car serviced, but also to their potential customers to buy cars from them. The company has a showroom which has every of the Perodua cars such as Alza, Bezza, Axia, Ativa, Aruz and Myvi. Potential customers are welcomed to take a look at the cars exhibited in the showroom. Not only that, but the prospects are also able to do a test drive of the cars they desired. They can drive around the car they are interested in with the sales advisor accompanying them before they decide to proceed buying the car. A Malaysian driver is statistically likely to be involved in a car accident at some point in their lifetime, necessitating a trip to the service centre and then the paint shop for said vehicle—separate tasks that lengthen the "recovery" process and delay the return of one's car to full service. Perodua Kampar being a one stop centre provides immediate servicing, repair, and paint jobs on the affected vehicles. This brings about a level of convenience for the customers thus they would likely visit us yet again for all their car needs without necessarily entering a car accident. (Gopinath, 2022)

In Perodua Kampar, customers can even come and make accident claims, even a total lost car can be sent to Perodua Kampar to make the insurance claims. It is because Perodua Kampar also have insurance department. This will make things easier for the customers who are about to make accident claims as they do not have to go back and forth to the service centre and the insurance company as everything could be done in Perodua Kampar itself. Having a one stop centre brings about customer loyalty and good word-of-mouth Customers are more inclined to spread their satisfaction when they have a pleasant experience at a one-stop shop. Positive referrals from others can have a big impact on Perodua Kampar's reputation and draw in new clients. Additionally, happy consumers are more likely to stick around and use our one-stop shop for all their future automobile requirements. This dedication helps a firm expand and succeed over the long run.

Weakness 1: High employee turnover

Turnover in human resources refers to the act of replacing one employee with a new employee. Removal, death, retirement, interagency transfers, and resignations are all examples of separations between organisations and personnel. When an employer is stated to have a high turnover rate in comparison to its competitors, it signifies that its employees have a shorter average tenure than employees at other companies in the same industry. If competent individuals are frequently leaving and the working pool has a significant percentage of newcomers, excessive turnover may be causing harm to a company's production. In Perodua Kampar, there is an average of 4 people leaving the company every month including mechanics, sales advisors, or admins. It involves the three main departments in Perodua Kampar which are sales, service, and body and paint department.

One of the reasons why people leave a job is because they are overloaded with work. When employees are expected to work extended hours or extra hours or feel obligated to do so, they can suffer from burnout and mental or physical exhaustion. (Herrity, 2023) As in Perodua Kampar, most of the employees are asked to work 6 days a week. Working on the weekend is not counted as overtime, like how some companies double the pay on the weekends. Working on the weekend is still counted as the regular pay just like weekdays. As for mechanics, they are only able to have an off day during the weekdays, they are obligated to work on the weekends. Some feel burdened by this as the weekends are usually the time people want to spend with their family or friends. Aside from that, another reason people also choose to leave a company is due to no room for career development. This can result in decreased productivity and increased discontentment. Not only that, when the team members remain in the same position for an extended period without advancement, they may feel underappreciated and underutilised. Additionally, team members transferring directly to identical roles or positions with equal pay, benefits, and seniority can experience this sentiment. (Herrity, 2023) For example, some of the employees have been in the company for 9 years yet very little increment received and still in the same exact position given to them. This proves that career growth opportunity in this company is little or to no available for their employees.

Weakness 2: Lack of employment in certain department

A business with insufficient personnel loses out on potential for expansion because it is unable to fulfil customer demands. If a company accepts new clients or products but is unable to provide the promised goods or services, it risks losing the business and damaging its reputation in the sector. Lost business means revenue losses and stagnation in expanding into new markets. A business should compare the cost of hiring a worker to the quantity of revenue that employee generates for the organisation. Adding another employee at a cost of \$30,000 per year may appear to be a significant expense, but the value of enhanced business capabilities may outweigh the cost. (Nestor-Harper, 2023) In the sales department of Perodua Kampar, there is only 3 sales admins to manage all the vehicle orders from the sales advisor. There are around 120 sales advisors and broker in Perodua Kampar, yet only 3 sales admins must handle all the vehicle orders from them. Which on average, a sales admin has around 40 sales advisors and broker to be handled by them. These sales admins are responsible for proceeding with bank loan applications, vehicles registration for new vehicles orders, handles booking orders from Perodua system, and registration of vehicles with the Malaysian Road Transport Department.

In March 2023, there were 5 of sales admins handling the orders from the customers. However, in end of April one of them resigned. Not only that, in the end of May, another sales admin handed her resignation letter. Yet, the company was not intended to find replacements as stated by the director. Usually in a month, they have a target of 250 vehicles to be sold, and even when they had 5 sales admins, they had to work overtime until late to finish their work. Now that there is only 3 of them, the workload is much more on their shoulder. This could lead to the decrease of morals and motivation in the employees, as they have so much in hand to handle. Workplace overwork can have a significant impact on personality and emotional health, which in turn affects job performance. Relationships with colleagues, managers, friends, and family can be strained by irritability. Workload worrying raises anxiousness and raises overall job dissatisfaction. Keeping up with the pace can cause feelings of incompetence and low self-esteem, particularly if the supervisor makes comments about accelerating the pace. In the absence of solutions to an overwhelming workload, overburdened employees may seek employment with a more suitable organisation, even if it means taking a pay reduction. (Dowd, 2020)

Opportunity 1: Introduce 4-wheel drive in their product line

Malaysians enjoy riding high vehicles, as evidenced by their wealth. SUVs and 4x4s formed 136,497 units of the total 508,911 vehicles distributed in Malaysia in 2021, representing a 43% increase over the 95,477 units from the category that were sold in 2020, as reported by the Malaysian Automotive Association. As a matter of fact, sales of SUVs and 4-wheel drives were the only passenger transportation category to increase this year. (Chan, 2022) As of the current, Perodua only has 4 types of cars, which are Sedan, SUV, 7 seater and Hatchback. Perodua was once released a 4-wheel drive car which was called Perodua Kembara. It was the very first local 4-wheel drive car that has been produced. Perodua Kembara was stable as they were using cesi monocoque instead of ladder frame like most of the 4-wheel drive models. The performance and control of a monocoque vehicle will always be superior to that of a body-on-frame vehicle. The ground pan can be positioned far lower on a monocoque vehicle, resulting in a lower centre of gravity. This makes the vehicle's control more responsive. The vehicle's lighter weight, which contributes to its improved fuel economy, also contributes to its superior overall performance. The low ground level positioning also makes it simpler to enter and exit a monocoque structure. (S.Sriram, 2018) They released it in 1998 and stopped the production in 2007 after finished producing 77,889 units. It has been selling well when they released it as in 1999, Perodua Kembara was the most selling car in 4-wheel drive segment in Malaysia which was 71% of the total car sold amounting to 10,888 units. (Mersita, 2020)

The success of Perodua Kembara proves the credibility of Perodua in producing 4-wheel drive cars. As Perodua has always been known with affordable car prices, and fuel saves vehicles, customers who are interested to find affordable 4-wheel drives will surely get to own the car from Perodua. The average prices of 4-wheel drive vehicles are around RM81,390 to RM216,888. Perodua can surely sell their 4-wheel drive cars with cheaper price as there will be no import tax will be imposed to them. Import duty usually takes up to 30%, therefore, this will surely help in maintaining lower price even on 4-wheel drive as they are not entitled to pay import duty tax. Eco idle system can be applied which is the start - stop systems decrease the use of fuel by turning off the car's engine when the vehicle comes to a stop and resuming it when the brake pedal is released, thus lowering idling time. According to Perodua, the Bezza equipped with Eco Idle saves 0.3 litres of gasoline for every 100 kilometres driven, which is a 6% fuel savings. (Shaun, 2019)

Opportunity 2: Market potential in lower to middle income countries

Apart from being a well selling car brand locally, Perodua also started to export their cars internationally. Perodua started to ship their first car in 1996, to Brunei. The car that was brought there was Perodua Kancil which is Perodua first ever car model. A total of 2,300 units of cars has been sold in Brunei to this date. (Aaron, 2016) According to the company's website, Perodua presently has a distribution operation in the following international markets such as Singapore, Seychelles, Brunei, Fiji, Mauritius, Fiji, and Sri Lanka. The Myvi, Axia, Aruz, and Bezza are the available models in those countries. The brand also exists in the United Kingdom, but Perodua in the United Kingdom only serve service and replacement parts. As for Indonesia, the Myvi is rebadged as the Daihatsu Sirion. Early this year Perodua mentioned that they are not only focusing on selling cars locally this year, but also gearing up their export business again. The export sales were dropped significantly from the year 2020 to 2022 due to the pandemic of Covid and Movement Control Order during the 2 years. As the world are now free from the pandemic of Covid-19, Perodua planned to increase its export units to 3,300 in this year. This will then be followed by 4,680 units in 2024, followed by the year 2025 with the amount of 8,410 units of car to be exported amounting to 640% increase from their total of export car sold in 2022 which was 1,127 units. (Lye, 2023)

Possible determinants of Perodua's decision to enter a particular country are the size and expansion potential of the automobile market in the designated nation, the quantity of income and purchasing power of prospective customers, and the cost and availability of distribution channels and after-sales service. Based on these considerations, Perodua may contemplate entering the Philippines as it is a large and expanding automobile market in Southeast Asia, with a population of over 100 million and a projected GDP per capita of \$3,484 in 2020/4. Utilising its partnership with Toyota and Daihatsu, Perodua could draw into their existing network and brand recognition. Like the Axia, Bezza, and Ativa, Perodua could also provide affordable and functional vehicles that meet the requirements and preferences of Filipino customers. Apart from that, with a population of more than 200 million and a projected GDP per capita of \$1,297 in 2020/4, Pakistan is another large and expanding car market in South Asia. Perodua could benefit from the recent liberalisation of the automotive industry in Pakistan, which permits new entrants to receive tax incentives and reduced import duties. Perodua could also offer inexpensive and fuel-efficient vehicles, such as the Axia, Bezza, and Myvi, to attract price-conscious and environmentally conscious customers.

Threat 1: Competitors have lesser waiting time

As the issue of shortage of cars production is a never ending in certain brands, customers are now abandoning brand loyalty in substitute of shortened waiting periods, with approximately four over five open to exchanging brands. According to findings conducted by carwow, 79% of new car purchasers are pleased to select their next vehicle based on the assumption that they will receive it earlier. An increase of 8% compared to data collected at the beginning of 2022, with businesses offering immediate accessibility 33% being more inclined to make sale. Buyers are 45% more inclined to purchase a car they desire if the car is currently in stock rather than waiting for months. (Sharpe, 2023) Perodua can only produce up to 28,000 per month despite having more than 200,000 backlogged orders. Perodua distributes approximately 250,000 automobiles annually. It aimed to sell 247,800 units in 2022, despite the ongoing difficulty of sourcing enough components to construct enough vehicles. The disruption in the supply chain is mostly caused by the global shortage of semiconductor components, the rising cost of basic materials, and, specifically in Malaysia, a labour shortage issue. (Lim, 2022)

Since Covid-19 era has passed, Perodua is now getting more orders that they did in 2019 pre Covid-19. Perodua had more than 240,000 cars registered in 2019, yet in 2023, they are about to maximise their unit sold to 330,000 units. However, the production of car every month is still lower than 30,000 per month. The average waiting time for a Perodua cars is between 2.5 months up to 8 months. (Aubrey, 2023) If compared to its nearest competitors which is Proton, Proton only has 2 weeks up to 2 months of waiting periods for all their cars type except Proton Iriz that will take up to 5 months. (Hans, 2023) It is far earlier compared to Perodua cars waiting period. This will then give the competitors a benefit of customers shifting to them if the prospects are looking for cars which lesser waiting time.

Threat 2: Other car brands have better technology advancement

Recent technological advancements in the automobile industry have been numerous. Some of these innovations include the use of artificial intelligence, machine learning, and robotics in vehicle production and operation. Computer vision, human-machine interface, and Internet of Things (IoT) are additional trends. Modern automobiles include collision avoidance and driver assistance features, connectivity systems, and infotainment alternatives. Autonomous braking, safety suites, performance features, and artificial intelligence are among the most recent technological advancements in automobiles. (Vincent, 2022) Perodua's infotainment systems are comparatively rudimentary and lack features like online services. Wireless charging, and navigation compared to the Hyundai technology in their cars' model the i30. From Hyundai's official website which was released in 2017 they mentioned that the navigation system of the i30 includes a no-cost seven-year access to LIVE features that provide real-time data on weather, traffic, speed cameras, and online queries for locations of interest. No cable is required to power your digital device. The New Generation i30 features a wireless inductively powered charging pad (Qi standard) for smartphones as well as a convenient USB port in the middle of the dashboard. The Hyundai i30 also offers various audio alternatives, including a system with a five-inch LCD touch screen with an incorporated rear-view camera, Bluetooth connectivity for hands-free phone use, and My Music functionality for accessing your own playlist through the vehicle's audio controls. (Hyundai, 2017)

With the introduction of Advanced Safety Assist (ASA) 3.0 for Perodua and Intelligent Driver Assistance System (IDAS) for Proton, both Perodua and Proton have enhanced their safety and driver assistance features. These systems provide Level 2 semi-autonomous driving functions such as adaptive cruise control, lane-keeping control, and pre-collision braking¹⁴. However, Proton's system is more extensive and available on more models, whereas Perodua's system is only available on the Myvi 2022's highest trim level and some of its features, such as speed range or pedestrian detection¹, have limitations. For example, the IDAS, which is the latest driver assistance system is offered in more Proton models such as Proton X50 and X70 while the latest cruise control by Perodua, ASA, is offered in one model, the Myvi 2022 model. This shows that Proton is more technologically extensive in integrating its system in more models whereas Perodua is lacking in this sector.

PART 6: DISCUSSION AND RECOMMENDATION

6.1 STRENGTH

6.1.1 High coverage area

The fact that Perodua Kampar already covering the Kampar district and the other 2 districts around, it shows that the company has a really high coverage area. However, the company could expand their coverage area by making online appearance. Nowadays, most businesses already use social medias, or website to promote their business including automotive sector. Yet, it is not the case for Perodua Kampar. Perodua Kampar only has a Facebook account that only share a post every once in a month. The company can make their company more visible online by creating TikTok account, Instagram, and create a website for the company. They can create a public relation team for their company to handle the social medias account and website. This will help the company to reach their potential customers even outside of their physical coverage area. They can promote cars or insurance renewal through the social medias account and website. Furthermore, the company will be able to update their current customers or prospect about the upcoming promotions and discount for car services, car sales or insurance through the website and social medias.

6.1.2 One stop centre (service, show room, body & paint)

Perodua Kampar has a great competitive advantage compared to its competitor in Kampar as Perodua Kampar is a 4s auto dealer which sales of cars, service, surveys of cars and spare parts. Hence, their customer does not have to stress themselves out to find places for their Perodua cars' maintenance as all can be done in Perodua Kampar. Nevertheless, there is a few things I would love to recommend in improving their service. Perodua Kampar could implement an online booking which customer can choose their own day and time to come and get their serviced. This will make it easier for customer to check for the available time for them to come to service their car. Beside that, Perodua Kampar can offer pick up and drop off car service for their customer that intend to service their cars here. Cars' services sometimes take up to 2 hours, which not everyone has the free time to wait while getting their cars serviced. I am convinced that a lot of people would be interested with the pickup and drop off cars service as the customers does not have to spend 2-3 hours waiting for their cars to be done with the service. The customers' cars will be picked up and dropped off to the addresses they set it to. This will also generate more money for Perodua Kampar as they could charge the fee on customers that is intended to use the pickup and drop off service.

6.2 WEAKNESSES

6.2.1 High employee turnover

To reduce high employee turnover, I would suggest the company to apply a work-life balance. The company could promote work-life balance by offering flexible schedules, remote work options, or alternative work arrangements. Superiors should encourage employees to take time off if it gets too overwhelmed for employees and support their personal commitments and well-being. Since most work especially in administration department here are done online, a hybrid work model can be applied. For example, only require employees to come to the office a few days in a week, and the rest could be working from home especially on a Saturday. As for the mechanics, the company should consider hiring more mechanics hence they can be put in rotation to take leaves. By doing so, it would help in lessen the workload of each worker thus will increase productivity. In addition, employees are more likely to remain with a company that provides professional growth and development opportunities. To help employees advance within the organisation, provide training programmes, mentoring, and defined career paths. Therefore, the employees could see how they can grow in the company if they work longer instead of being stuck in the same position for years.

6.2.2 Lack of employment in certain department

I truly recommend Perodua Kampar especially in sales administration department to recruit more sales admins. The fact that the number of sales admins decreased yet the number of sales remain the same just put more workload of the current sales admins as they need to cover the work of the previous sales admins that resigned but yet to be replaced. If the company is not recruiting new employees in order to cut the expenses of the company, I would recommend them to opt for recruiting interns for the sales admins department. Up to this point, sales administration department does not have an intern. Getting interns to be put in the department could lessen down the workload for each of the employee as well to cut down the spending of the company. Besides that, Perodua Kampar can also opt for contract workers to be put in the sales administration as it is also cost - effective. The company will get to cut down on the recruitment expenses. Hiring full-time employees involves various costs such as advertising, screening, interviewing, and onboarding. Contract workers, on the other hand, can be sourced through agencies or platforms that streamline the process, potentially reducing recruitment expenses.

6.3 OPPORTUNITIES

6.3.1 Introduce 4-wheel drive in their product line

Aside from just focusing on lower price of 4-wheel drive car, Perodua can also focus on other improvement of the car features therefore it would have more competitive advantage to compete with other 4-wheel drive cars. Increasing the performance of a 4-wheel drive (4WD) vehicle can involve numerous factors. For example, Perodua can enhance the suspension system with high-quality springs and stabiliser rods to enhance the vehicle's stability, better control, and to increase ride comfort for drivers. Adjustable suspension components can be added for fine-tuning based on the driving conditions for the moment. Beside that, Perodua can install sturdy off-road bumpers designed to protect the front and rear extremities of the vehicle. These fenders typically include mounting points for accessories such as winches or crank, additional lights, and recovery tools. This will then increase the trust of the product as some people use 4-wheel drive for extreme road, for example to drive in the wood. To produce a sturdy off-road bumper will attract people that is intended to use the cars for more extreme road as it would not be easily damaged.

6.3.2 Market potential in lower to middle income countries

To penetrate the international market, it is not just depending on how many countries and how many types of products that are being exported, it is really important to see how successful the marketing strategies to enhance its brand image, expand its market reach, and improve its products and services in the particular country. I would recommend Perodua to localize and customize their cars according to the country they sell their car to in order to accommodate the preferences of international buyers. This involves adapting vehicles to specific markets by taking climate, travelling conditions, and consumer preferences into account. Customization options, such as interior features and colour options, can also attract international customers interested in personalised vehicles. For instance, Perodua can add features such as heater in the car for countries that experience winter season like how cars usually have in those countries. Apart from that, Perodua can provide after-Sales Service and Support for their international customers. Ensuring excellent after-sales service and support is crucial to building customer loyalty. Perodua should establish a reliable network of service centres and provide timely maintenance, repairs, and spare parts availability. This demonstrates a commitment to customer satisfaction, which can encourage international buyers to choose Perodua over competitors.

6.4 THREATS

6.4.1 Competitors have lesser waiting time

As Perodua has longer waiting time compared to its competitors, I would recommend the company to increase its production capacity by investing in additional facilities, machinery, and manpower. This investment is necessary in order to tackle all the previous backlogged orders and upcoming orders from customers. Aside from that, Perodua should diversify its supply chain by acquiring components from countries or regions less impacted by the pandemic or trade restrictions. As the demand of the Perodua's vehicles is increasing, Perodua should ensure that the supply increase as well therefore it could cover all the increasing demand from customers. By decreasing reliance on a single source, a diversified supply chain increases overall resilience. If a supplier experiences production issues, quality issues, or capacity constraints, other suppliers can step in to ensure a continuous flow of materials or services. Last but not least, Perodua should regularly and openly update customers on the status of their orders and offer incentives or compensation for the delay in any case that it is necessary. For example, if it is expected to be delivered earlier however the delivery need to be delayed due to some unavoidable reasons.

6.4.2 Other car brands have better technology advancement

In order for Perodua move align with the technology advancement in automotive sector, I would recommend the company to invest in robust research and development (R&D) projects in order to remain at the leading edge of automotive technology. Provide resources to the investigation of new technologies, materials, and manufacturing processes that can improve the performance, safety, and efficiency of vehicles. For instance, focus on enhancing the user experience by designing intuitive and user-friendly interfaces for controls, displays, and vehicle systems. Include driver-friendly features such as voice commands, gesture recognition, and customizable settings. Beside that, I would recommend Perodua to engage in collaborations with technology partners, and suppliers in order to gain access to specialised knowledge and cutting-edge innovations. This can include collaborative research initiatives, the sharing of technologies, and partnerships to develop advanced vehicle systems and components. Perodua can consider collaborating with technology partners to enhance the safety and convenience of Perodua vehicles by installing advanced driver assistance systems. This may include adaptive cruise control, lane-keeping assist, automatic emergency braking, and blind-spot monitoring for some of their cars model.

PART 6: CONCLUSION

In a nutshell, it is now clear that this 6 month of industrial training is important to prepare students to get into the real working environment after learning mostly theories in university. I have gained a lot of new knowledge while I undergo my internship in Perodua Kampar. Working there can be tough at times as I have to handle a lot of tasks at once as I am required to do tasks from three different departments. However, it was all worth it with the experience that comes with it. I was able to collaborate with multiple departments, including sales, marketing, finance, service, and insurance. This provides the opportunity to develop effective collaboration and cooperation skills in a team-oriented environment. Not only that, but I was also able to develop in-depth knowledge of the automotive industry, including an awareness of the many processes, rules, and standards that are special to the sector.

The SWOT analysis presented in this report could be the guidelines for Perodua Kampar as a basic structure to identify their strengths, weaknesses, opportunities, and threats in order to expand the business to be more successful and to have better competitive advantage compared to their competitors. The utilisation of using PESTEL analysis has given a great impact for Perodua Kampar to identify opportunities and threats from the external factors that they are facing. Both SWOT and PESTEL are undoubtedly important to keep the company is align with the goals and betterment of the company to create a better opportunity for the company. These two can always be a tool for the company to step up their game, keep improving and assist them in creating ideal strategy so they then remain on top. I truly believe in 5 – 10 years, the company could be one of the top Perodua auto-dealer in Malaysia if they keep improve and smoothen their service and slowly getting rid of their weaknesses and threats. As for my internship journey that is about to come to an end, I am so grateful and happy that I got the opportunity to complete it here in Perodua Kampar and left with a bunch of knowledge and skills.

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PART 8: APPENDICES



Appendix 1: NCC Automobile Sdn Bhd, Perodua Kampar (Front View)



Appendix 2: Enquiry Counter



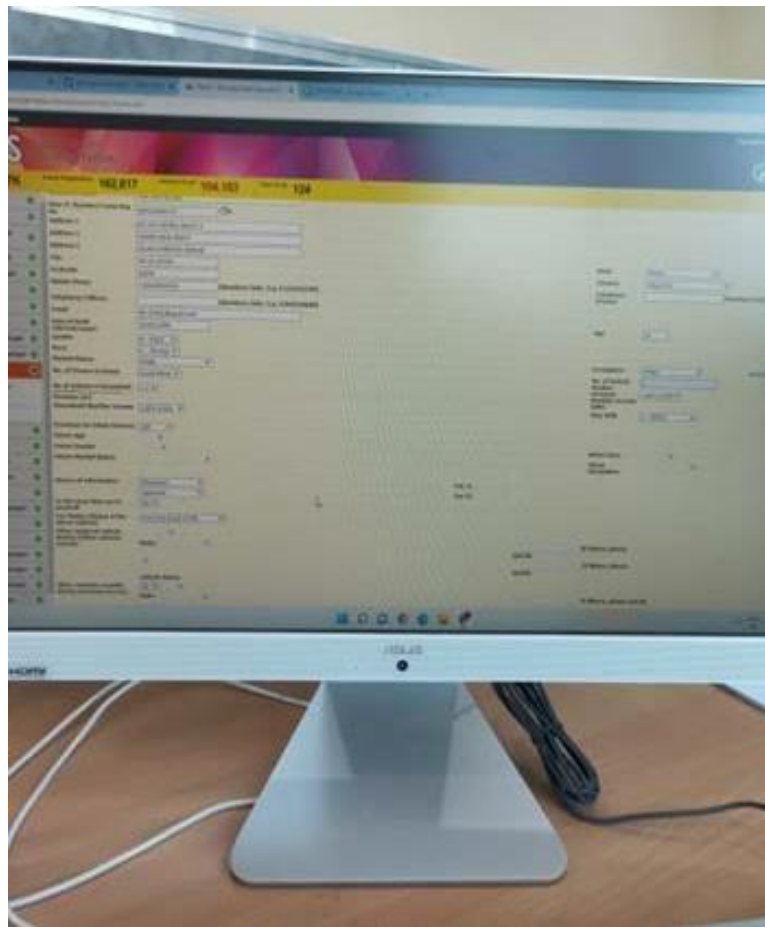
Appendix 3: Customer Waiting Area



Appendix 4: Cars' Showroom Area



Appendix 5: Perodua Sales Operating System (PSOS)



Appendix 6: Perodua Sales Operating System (PSOS)



Appendix 7: Meriah Perodua Raya Celebration



Appendix 8: Participated in RHB Bank; Savings and Investment Talk



Appendix 9: Me and my internship supervisor, Mrs Ervinasurianti binti Sahbani

 The image shows an open book. The right page is a bank statement with a table of transactions. Handwritten in black ink are calculations:

New deposit: 924.80
 + 5,311.00
 WYB971- RM500 = 6,135.80
 Deposit before: 500.00
 (RM 246.20) 0311194R = 5,639.80
 @ 010625 closed = 246.00
 W3ANB33005813 = 5,885.80

 The bank statement table below has columns for date, amount, and other details. The total amount at the bottom of the table is 5,885.80.

DATE	AMOUNT	DESCRIPTION
15/04/23	924.80	New deposit
15/04/23	5,311.00	WYB971- RM500
15/04/23	500.00	Deposit before
15/04/23	5,639.80	(RM 246.20) 0311194R
15/04/23	246.00	@ 010625 closed
15/04/23	5,885.80	W3ANB33005813
TOTAL SALES VOUCHERS		5,885.80

Appendix 11: The bank statement daily report I have to check to ensure it has the same amount as the company's daily collection report

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W	<p>URL: https://www.carlist.my/news/perodua-goes-into-overdrive-but-there-s-still-a-waiting-period-939...</p> <p>Fetches: 7/16/2023 4:16:00 AM</p>		2

Entire Document

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 Lack of employment in certain department High coverage area One stop centre (service, show room, body & paint)
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 INDUSTRIAL TRAINING REPORT NCC AUTOMOBILE SDN. BHD. (PERODUA KAMPAR)
 1ST MARCH 2023 – 15TH AUGUST 2023 FACULTY OF BUSINESS AND MANAGEMENT BACHELOR OF BUSINESS
 ADMINISTRATION (HONS.) FINANCE NURUL IZZATUL MARYAM HASSAN FUZI | 2021123983 LECTURER: DR FADLI FIZARI
 BIN ABU HASSAN ASARI
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