

Robert Bosch

Industrial Training Report
SWOT Analysis of Company



اَوْنُوْرَسِيْتِي تِيْكْنُوْلُوْجِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA



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Chasing technological innovation is extremely challenging when it comes to doing business, particularly in the manufacturing industry. This is because the globe or market may expand quickly, people's behaviors may shift, and the economy or environment may change.

The German company Bosch is a market leader on a worldwide scale and is well-known for the high-quality goods it manufactures, as well as its emphasis on developing environmentally and socially responsible solutions. They provide a wide range of interests that may be found in one of their four business segments: Consumer goods, Industrial Technology, Mobility Solutions, and Energy and Building Technology.

Since I am a new intern in the purchasing division at Bosch Power Tools Sdn Malaysia, one of my responsibilities is to acquire knowledge about Bosch so that I can help them reach their objectives. The training program covers various areas of product buying, including coordination with relevant suppliers, acquiring samples and completing testing, and coordinating with other subsidiaries to guarantee efficient management of new sample purchases, among other topics. The buyer for the project plays an essential part in coordinating new project needs with the providers most suited to satisfy those requirements.

This industrial research includes a company profile, training reflection, and SWOT analysis of Bosch, which might identify Bosch as a company that Invented for Life. The strengths, weaknesses, opportunities, and threats are all outlined in this analysis.

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COMPANY PROFILE



BOSCH

Invented for life

History

Who Are Robert Bosch?

Bosch or known as Robert Bosch GmbH is a global German engineering and technology business with its headquarters in Gerlingen, Germany. In 1886, it was established in Stuttgart, Germany.

Bosch has around 470 subsidiaries and over 400,000 employees worldwide, and Power Tools Sdn is one of its companies based in Bayan Lepas, Penang.

Robert Bosch in Malaysia

Bosch has entered Malaysia as Robert Bosch Sdn Bhd since 1923. Bosch has been located in Selangor and Penang.

In Malaysia, Bosch is concentrating on three areas such Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology.

Meanwhile, in addition to Power Tools, Bosch has a manufacturing facility in Penang that specializes in steering systems controls and automotive systems for cars.



Robert Bosch



Vision

We intend to accomplish top quality and reliability. In short, we want to create technology that is "Invented for life".

Objective

To make connected life easier by using goods and services that incorporate artificial intelligence (AI) or were created or built with its assistance

Mission


To develop products that spark enthusiasm, improve quality of life and help conserve natural resources.

Goal

To serve as a major contribution to bettering people's lives and society as a whole.

Penang - Robert Bosch Power Tools Sdn Bhd

45, Hilir Sungai Keluang 1
Phase 4, Bayan Lepas
Industrial Park
11900 Bayan Lepas, Penang
Malaysia

[Directions](#) 



Robert Bosch Global ORGANIZATIONAL CHART



Dr. Stefan Hartung

*Chairman of the Board of Management
Technology, Innovation and Quality*



Dr. Christian Fischer

*Deputy Chairman of the Board of
Management
Energy and Building Sector (BBE),
Consumer Goods Sector (BBG)*



Stefan Grosch

*Human Resources, Legal
Compliance and
Sustainability*



Dr. Markus Heyn

*Mobility Solutions Sector,
Chairman of the Sector
Board BBM*



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*Finance and Performance,
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Dr. Tanja Rückert

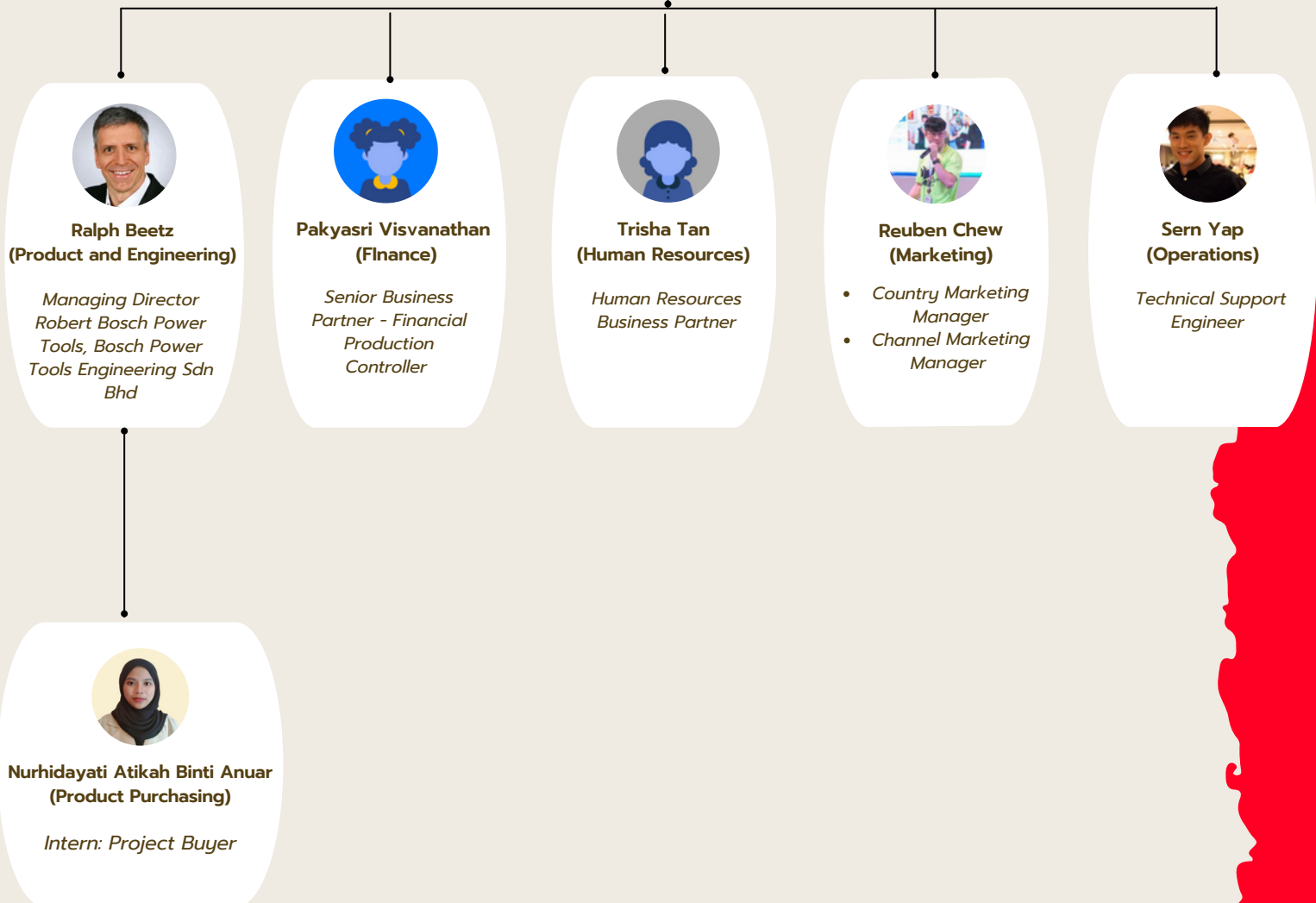
*Digital Business and
Services*

Robert Bosch Malaysia

ORGANIZATIONAL CHART



Klaus Landhaeusser
Managing Director of Malaysia





TRAINING'S REFLECTION

Duration

- Specific date, working day and time

Details

- Department, roles, responsibilities, and tasks

Gains

- Intrinsic and Extrinsic benefits

TRAINING RELECTION

DURATION: SPECIFIC DATE, WORKING DAYS, TIME

SPECIFIC DATE

27 FEBRUARY 2023 - 15 AUGUST 2023
(6 MONTHS)

WORKING DAYS

MONDAY - FRIDAY
(5 DAYS EXCLUDING PUBLIC HOLIDAYS)

WORKING TIME

8.00A.M - 5.00PM (8 HOURS)

Details

Department, Roles, Responsibility, and Tasks



DEPARTMENT

PRODUCT PURCHASING

PT-BE/PPU5

ROLES

PROJECT BUYER

Team PPU52



RESPONSIBILITIES, ASSIGNMENT AND TASKS

- Coordinating with the most suitable suppliers to meet the new project requirements.
- Accountable to buy or purchase new samples and perform testing.
- Collaborating with other subsidiaries to ensure that any new sample purchases are managed effectively along with high quality.
- Check and verify the asset of the company to identify their existing and demand for the products.

Product Purchasing

Project Buyer: Responsibilities, Assignments and Tasks

Product Purchasing

Product Purchasing is the process of purchasing products and services that is common in business. The process of product purchasing can be done via supply chain management which contributes to acquiring products from best-fit suppliers to meet demand. However, in Robert Bosch Power Tools, Product Purchasing means the acquisition of first samples from multiple suppliers to identify which product meets the team's requirement.

Responsibilities, Assignments, and Tasks

1. ***Coordinating with the most suitable suppliers to meet the new project requirements.***
 - One of the jobs that I must carry out is to communicate on behalf of my buyer to collect initial samples from suppliers, request for the initial samples' documents including the pro-forma invoice when received the samples. In rare situations, I am required to attend an alignment measurement meeting with suppliers and our quality management team to address out-of-spec samples provided by suppliers. This meeting is essential because the supplier must fulfil the Bosch spec standard before supplying the items.

Product Purchasing

Project Buyer: Responsibilities, Assignments and Tasks

Responsibilities, Assignments, and Tasks

2. Accountable for managing new samples and send to the lab for measurement and testing.

- As a project buyer, I am responsible for assisting my buyer in managing the purchasing samples and documents received. The documents used to perform the goods receipt in order to get the inspection lot. This procedure is required for fresh samples that do not require testing. However, certain samples must be tested.
- Much testing needs to be done before the release of the new samples to be a part of the products released by Bosch. I am accountable for sending samples to production for tools built with the samples received. These tools require testing depending on the items created. I am in charge of sending the tools built to three labs: engineering lab, battery test lab, and practical lab. In rare circumstances, if a damaged or failed tool occurs during testing, I am responsible for collecting it. The failing tools may need to create new tools or return damaged components to the supplier for examination.
- To perform all those tests, I have to be proficient in the usage of several systems and forms, such as the Systems Application Products (SAP) system and the Leepa systems. The systems are used to track all the details of samples received and testing schedules.

Product Purchasing

Project Buyer: Responsibilities, Assignments and Tasks

Responsibilities, Assignments, and Tasks

3. Collaborating with other subsidiaries and suppliers to ensure that any new sample purchases are managed effectively along with high quality.

- Therefore, as an intern, I am also responsible for sending certain parts or samples to the other subsidiaries, generally for an investigation if any failed tools happened as a result of the component or occasionally it was necessary by the headquarters for their references. Additionally, I occasionally have to return the defective items to the vendors.
- However, we normally send out these components known as Outgoing Advice (OA) if the receivers are from another nation or state, and we require the logistic department's assistance to settle all Kastam paperwork if necessary.
- Aside from that, a gate pass will be required when we wish to return the broken components during the test to the vendors. This action is frequently required when the supplier immediately picks up the failed from us. Some of the other parts must be returned, but the majority will not be returned to Bosch.

Product Purchasing

Project Buyer: Responsibilities, Assignments and Tasks

Responsibilities, Assignments, and Tasks

4. Check and verify the company's assets to determine their current and future product demand.

- I am expected to assist my buyer with physical asset checking. The goal of the checking is to determine whether every sample we obtained from various vendors is still in their possession or has been discarded for some reason. We utilize an Excel file to track existing parts from cost centres due to a significant amount of assets and suppliers.
- I am further helping my buyer with asset verification too. The function of asset verification is to determine whether future demand is planned or not. It also aids in identifying the availability of the products used in the firm. Bosch employs Systems, Applications, and Products (SAP) to track demand. We use SAP software such as A0S3 to validate asset component numbers, GIS to check sample utilization in production, MD04 to assess demand, and others.
- The verification is also necessary to determine whether the supplier still supplies those parts to Bosch or if they have switched to other vendors. I have additionally discovered how to use SAP MEQ3 to assess the amount of quota that suppliers will supply.

Gains

Intrinsic & Extrinsic Benefits



Allowances and Annual Leave

As an intern at Bosch, I was given as much as RM1200 in internship allowances. Allowances will be credited at the end of the month. As a result, I am also eligible to request 7 days of annual vacation within 6 months of my internship period. There are additionally 5 days of sick leave and 10 days of hospital leave given.



Utilities

To help us with our daily work, each intern at Bosch was given a new laptop, mouse, and headphones. I also have a locker where I keep my computer and other belongings, which makes things easier.



Skills

Working as an intern in the Purchasing department has helped me to improve my interpersonal skills, critical thinking abilities, and leadership abilities. I have the ability to encourage and uplift my fellow workers. I improved my critical thinking skills by identifying and tackling problems that arose while working on the assigned activity. I am also in charge of guiding the new intern through everyday chores which expresses more of the leadership qualities within me.



Knowledge and Experience

Working in the purchasing area necessitates extensive communication skills. I am capable of acquiring knowledge and have extensive experience studying various department methods. As an intern in purchasing, I learned how to work with their systems, and deal with their products, as well as their procedures. I attended various internal and external meetings to discover how they manage challenges to be fulfilled by the company's standards. I also oversee how they planned to achieve their goals within a set time frame.

SWOT Analysis

Strenghts

1. A variety portfolio of products with high quality
2. Leadership in Technology

Weaknesses

1. Overdependence on the automotive sector
2. Investment in Research and Development is lower than the fastest-growing competitors in the market.

Opportunities

1. New Innovative products and technologies
2. Local Collaboration

Threats

1. Economical crisis
2. The intense competition of technologies from new competitors and existing competitors

STRENGTHS

S1 — A variety portfolio of products with high quality **(Environmental, Social)**

DISCUSSIONS

- Bosch grew into a global industry leader and became renowned across the world for its high-quality products. Robert Bosch aims to provide the greatest solutions for an interrelated life. Bosch describes itself as a corporation that is "Invented for Life."
- Robert Bosch has delivered a wide range of goods via four business categories as Mobility Solutions, which focus on hardware and software, consumer products for home devices and power tools, Industrial Technology which includes drive and control, and Energy and Building Technology. Diversified products with quality guarantee customers satisfaction.
- Robert Bosch has also explored a wide range of solutions and services to seek carbon neutrality and improve quality.
- In 2020, Bosch was the first industrial global company that produced 400 locations and 400,000 workers to become climate-neutral (Bosch, 2019).

S2 — Leadership in Technology **(Technological, Environment, Social)**

- Robert Bosch is a world leader in the Internet of Things (IoT), offering innovative solutions for smart homes, industrial 4.0, and linked mobility.
 - In 2019, their Chief Information Officer oversaw the creation of Bosch's cloud service, which is used in its Stuttgart, Germany facility. This service has become the most crucial component of the IoT cloud, linking devices and goods to information and software solutions (Ludwig, n.d.).
 - The cloud was established to take a holistic approach to broader information technology and digitalization agenda. Utilizing its IoT cloud will ensure connectivity with Bosch's business divisions and outputs.
 - For Instance, the world's initial personal development AI sensor for trackers and wearables in tracking one's wellness detects pollutants in the air and humidity levels, includes the technologies Bosch will unveil at an upcoming event as the new technology.
-

STRENGTHS

RECOMMENDATION

S1:

- Bosch requires strong internal management to guarantee that all processes achieve the quality targets, as product quality influences client fulfilment. Thus, by continue producing high-quality goods, taking advantage of the market would be easier.
- Therefore, Bosch needs to continue to concentrate more on creating or enhancing new and existing eco-friendly products as society has grown more preoccupied with preserving the environment and diverse markets have begun to develop to serve sustainable products.
- Bosch might attempt to reduce the cost of materials by calculating the precise number of goods that will be manufactured to broaden its product offerings. As diverse items with high quality demand many costs and effort, providing the proper demand may cut the costs and time spent on replicating identical equipment.

S2:

- Bosch must keep up with the market and innovations abroad to maintain its technological leadership. This is because the market, as well as technologies, changes rapidly.
 - They must also seek more advanced and higher-value information technology, as developing outstanding technologies requires additional information and expertise.
 - Furthermore, successful leadership in technology positions and domains involves more than technical knowledge. Successful tech executives build commitment to their tech objectives by influencing change and cultivating the environment and stream of people that will stand out, evolve, and create novel ideas.
-

WEAKNESSES

01 — Overdependence on automotive sector

DISCUSSIONS

- As the primary manufacturer of automotive supplies, Bosch is involved in various operations in the automobile industry and e-bike technologies.
- Demand for products of mobility business had declined due to the sluggish economy in India. The area has been slowing down over the previous years by 24% from 2019 to 2020, while 80% of its revenues come from the mobility sector (Das, 2020).
- Demand is also decreased in China, Europe, and the United States.
- Bosch also announced job layoffs and a company restructuring to deal with a 44% reduction in full-year operating earnings due to a worldwide decrease in automotive demand.
- In the following four years, starting from 2021, the parent company would lose thousands of labor in India. Approximately 10% of the 3,700 white-collar occupations and a somewhat higher proportion of the 6,300 blue-collar positions will be eliminated (Staff, 2020).

02 — Investment in Research and Development is below the fastest-growing players in the industry. (Economical)

- Robert Bosch had to spend more on research and development to achieve their vision of creating technologies invented for Life. However, Bosch is still incapable of matching up when it comes to innovation compared to other leading firms.
 - On an annual basis, Boston Consulting Group (BCG) publishes its list of the Most Innovative Companies. Bosch was rated 37th, a drop of eleventh position from his previous ranking (Lu, 2023).
 - Further, the high research and development expense boosted the company's price, slowing product profitability growth.
 - Spending increased to 7.2 billion euros in 2022 compared to 2021 6.1 billion euros. This resulted in a deficit-free cash flow of 4.0 billion from operations last year (Bosch Aims to Accelerate Regional and Sectoral Growth, 2023).
-

WEAKNESSES

RECOMMENDATION

W1:

- To thrive in the innovation era, Bosch must strike a balance while concentrating on goods that are in high demand based on market trends.
- Companies will additionally need to employ a number of innovative technologies to astonish clients.
- Bosch must hire more personnel to create, execute, and manage new digital technology. This is due to the fact that handling chaotic information and massive amounts of data technologies needs more than simply a former employee.

W2:

- Regarding research and management, Bosch should be patient and invest more in goods with the highest return.
- For example, Bosch should do research and development that creates jobs, fosters invention, and ultimately improves the company's future success.
- One of the main reasons to remain competitive in the primary market, which constantly changes from time to time in a short period, Bosch needs to offer superior goods to its competitors.
- As a global supplier, Bosch should be able to handle an extensive budget before getting an investment for their research and development projects as the expenses are worthy to be invested for.

OPPORTUNITIES

01 — New Innovative products and technologies

(Technological)

DISCUSSIONS

- Bosch relates innovation as the basis upon which the following generations of technology will be built. As a worldwide supplier, Bosch may be approached by many people looking for new creative products and technologies as they have earned customer loyalty. This creates an opportunity to Bosch as a global supplier.
- In early 2023, the Consumer Electronics Show 2023, one of the foremost global technological trade shows, gathered technology firms, including executives from the automobile, medical care, and industrial sectors, to showcase the most bizarre new goods.
- Bosch is showcasing the most recent sensor-based products found in a wide range of modern electronic components, plus creativity in home appliances such as advanced magnetometers, atmospheric pressure sensors, and artificial intelligence (AI) sensor networks.
- They also presented sensors for linked mobility which is RideCare companion solutions, which received the Consumer Technology Association's (CTA) Best of Innovation Award (CES 2023, n.d.)

02 — Local Collaboration

- Collaboration with local competitors may give the potential for expansion in foreign markets for Bosch. Local businesses have regional proficiency, but Bosch has global procedures and operational competence.
 - Bosch collaborated with Eclipse Foundation and other industry experts to establish a fresh open-source group of experts for software-defined cars (Kuever, 2023). With this open-source provided, Major businesses from the IT and automobile sectors are working cooperatively to create an open-source in-vehicle software execution platform.
 - Bosch also had a collab with Microsoft to build a software framework to link vehicles to the internet through the cloud (Hogg, 2021). This software can streamline and speed up the creation and distribution of automobile software in compliance with automobile quality requirements across an automobile's lifespan.
-

OPPORTUNITIES

RECOMMENDATION

01:

- Innovation is the main revenue source that powers organizations and society as a whole. According to McKinsey, new goods represent 25% of the company's total sales earnings.
- Bosch leverages technology to build new and innovative products for new and existing items.
- Consequently, initiatives should be made to maintain the brand in an industrial market. They must continue to improve and promote new innovative goods and technology.

02:

- Collaboration with creative local and international firms allows the organization to expand and exchange experiences, particularly while executing projects.
 - Bosch might outperform the market if they used these chances to learn how to be more aggressive in marketing their wonderful innovations.
 - Furthermore, local cooperation may assist Bosch in developing new methods of reaching markets since local enterprises may be more familiar with market demand than Bosch, an international supplier.
-

THREATS

01 — Economical crisis (Economical,environment,political)

DISCUSSIONS

- Because the corporation operates in several nations, it is vulnerable to economic crises such as wars, material cost increases, and a reduction in demand owing to the Covid-19 outbreak, among other things.
- The Consumer Goods industry was impacted by the conclusion of the remarkable surge in home-related items that occurred at the peak of the coronavirus epidemic.
- Given the conflict in Ukraine, the German international business Robert Bosch GmbH stated in 2022 that it would suspend operations in Russia (Eddy, 2022).
- Consequently, due to the pressures caused by the sharp decline in customer demand, the EBIT margin for consumer goods was considerably lower than expected and below the previous year's level.

02 — Intense competition of technologies from new competitors and existing competitors

- In the mid to prolonged term, emerging technologies created by competitors or disruptive technologies might pose a severe challenge to the sector.
 - Bosch confronts several external risks that might have an effect on its future development regardless of its excellent market position (Global, n.d.).
 - Bosch may be at risk because of the fierce rivalry between newcomers and established rivals with more advanced technology or lower pricing products.
 - Although the fact that the markets for household appliances and automobile parts are already very competitive and controlled by incredibly powerful, wealthy businesses. Without a consistent inventive strategy to market entry, new technology from rivals can be absorbed as the market expands more quickly.
-

THREATS

RECOMMENDATION

T1:

- It is almost hard to counteract the prospect of an economic disaster. However, dangers may occasionally be turned into opportunities. It could be reduced.
- As a result, it is advised that, during the economic downturn, Bosch cut its production of items with low demand. They are advised to invest in or develop things to help the firm survive the crisis.
- They may also discover an alternate approach by developing their products like they do when the globe is experiencing a chip shortage, which reduces orders for the car industry.

T2:

- Despite tight competition in the industrial market, the corporation is encouraged to take action by researching the market and Bosch goods.
- Identifying the elements that impact the intensity of the rivalry is critical for countering and developing various ways with a distinct result.
- To obtain a competitive advantage, Bosch has to produce products or technologies that increase the value it provides to customers. If the company can give customers more value than its rivals, it can avoid being driven out of business by harsh competition.

CONCLUSION

In conclusion, Bosch is a pioneer in its field, revered worldwide for its innovative technologies, commitment to environmental and social sustainability. As an industry pioneer, they are at the forefront of IoT development with cutting-edge products for connected vehicles, smart homes, and the Fourth Industrial Revolution. Thus, strong internal management is essential for the firm to meet its product quality goals, affecting customer happiness.

On top of that, Bosch's dedication to research and development is essential to the company's sustained commercial success. Bosch can maintain its position as an industry leader by maintaining its commitment to producing innovative, high-quality products and technologies. Bosch also may grow internationally via partnerships with companies at the regional and global levels. By working with regional and global partners, mitigating external risks, and creating novel products or technologies that boost customer value, Bosch can beat the market.

Last but not least, my internship at Bosch was the most valuable that I have had. At Bosch, I received training in professionalism and the skills needed for the job. It would be possible for me to use academic content, such as a fundamental understanding of finance to Bosch, such as exercising caution while handling items to be inspected or transported to suppliers.

Working with various systems and commodities requires a level of technical skill, which is needed for the purchasing department. We must ensure proper data input. This is because it will be more expensive to reproduce if it is destroyed or the processing results in incorrect data entry. The profitability may decrease as the expenses increase. The project buyer is furthermore responsible for ensuring that the handling expenses of the items are kept as low as possible while preserving the excellent quality of the goods.



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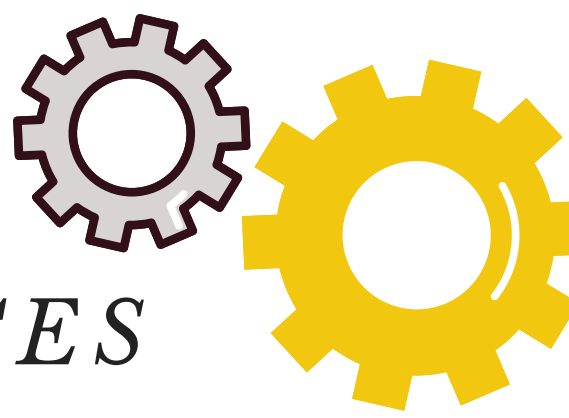
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APPRENDICES

*Diversity Day at
Bosch (19 June
2023)*





*With all interns from
different departments*



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