



اَوْنِيُوْرَسِيْتِي تِي كُونُوْرُوْمِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING

1 MARCH 2023 – 15 AUGUST 2023

MGT666

INDUSTRIAL TRAINING REPORT

PREPARED BY:

NAME	NO MATRIC
NORLAILA HUSNA BINTI BADURUS SAID	2020897828

PREPARED FOR:

MRS NOR AZIAH BINTI ABD. KADIR

DATE OF SUBMISSION:

20TH JULY 2023

EXECUTIVE SUMMARY

A university's curriculum should make industrial training a mandatory component. I spent six months as an intern, which gave me first-hand experience of the working world. A proton dealer company called Hati Lurus Auto Service Sdn. Bhd can be found at No. 8A&9A, Jalan Keli, Taman Kerian Permai, 34200 Parit Buntar, Perak. This company was established in Malaysia on July 21, 1994 and is 100% owned by Bumiputeras, with registered capital of RM1, 000,000.00.

Furthermore, this study also included a SWOT analysis of Hati Lurus Auto Service Sdn. Bhd. By identifying its strengths, weaknesses, opportunities, and threats, I can gain insight into what the company is capable of. It gives me the opportunity to evaluate the company independently and deepens my knowledge of how their operations work. This observation also enables me to learn more about how the company, particularly in the education sector, develops and organises its administration.

Aside from that, I found the past six months of my training to be incredibly joyful and unforgettable. This was due to the fact that the staff and management were incredibly helpful and willing to share their experience. They even gave me a sizable responsibility throughout my internship as a sign that they trusted me. I feel comfortable asking them any questions that come to mind as well.

TABLE OF CONTENT

EXECUTIVE SUMMARY	2
ACKNOWLEDGEMENT.....	4
2.0 STUDENT PROFILE	5
3.0 COMPANY PROFILE	6
3.1 VISION	7
3.2 MISSION	7
3.3 PRODUCT/SERVICE OFFER	8
3.4 ORGANIZATIONAL STRUCTURE	8
3.5 ORGANIZATIONAL LAYOUT.....	9
4.0 TRAINING REFLECTION	10
4.1 DURATION.....	10
4.2 EXPERIENCE	10
4.3 ROLES AND RESPONSIBILITIES	11
4.4 BENEFITS.....	12
4.4.1 SKILLS	12
4.4.2 SALARY	12
5.0 SWOT ANALYSIS	13
6.0 DISCUSSION AND RECOMMENDATION	14
6.1 STRENGTH	15
6.2 WEAKNESSES	16
6.3 OPPORTUNITIES	17
6.4 THREATS	18
7.0 PESTEL ANALYSIS	19
8.0 CONCLUSION	21
9.0 REFERENCES	22
APPENDIX	

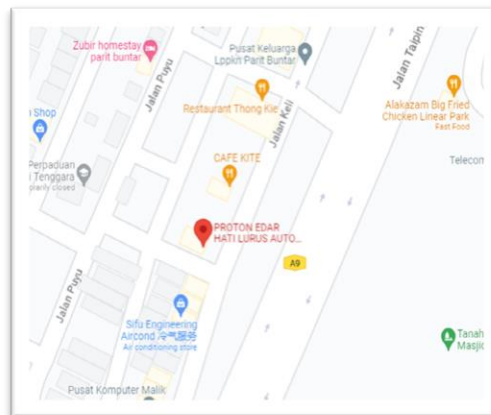
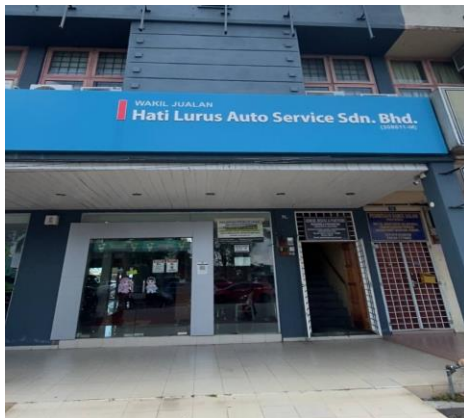
3.0 COMPANY PROFILE



HATI LURUS AUTO SERVICE SDN. Ltd. (308611-M) is a business that was established in Malaysia on July 21, 1994. This corporation is entirely owned by Bumiputeras and is registered with RM 1,000,000.00 in paid-up capital in the form of shares.

This business is authorised to sell Malaysian cars with the Proton brand in the Parit Buntar, Perak Darul Ridzuan area. New management has been in charge of Hati Lurus Auto Service Sdn. Bhd. from September 2013.

For capital restructuring to prequalify its car sales and services, Hati Lurus Auto Service Sdn. Bhd. has management expertise made up of directors and management members with substantial experience in the automotive sales business.



Hati Lurus Auto Service Sdn. Bhd is a proton dealer company located at No 8A&9A, Jalan Keli, Taman Kerian Permai, 34200 Parit Buntar, Perak. The company is open Monday until Saturday from 9 a.m. to 6 p.m. These companies currently have 17 employees in including 10 sales advisors.

Company Name	: Proton Edar Hati Lurus Auto Service Sdn Bhd
Date of Registration	: 21 July 1994
Nature of Business	: Dealer in Motor Vehicles
Register Number	: 0308611M
Company Address	: No 8A&9A, Jalan Keli, Taman Kerian Permai, 34200 Parit Buntar, Perak.
Phone Number	: 05-7168018
Email	: hatilurusautoservice@gmail.com

3.1 VISION

VISION
Continuously Create Innovative Processes, Products & Services that win people's hearts and minds.

Figure 1

Figure 2 shows the mission of the company which means they will strive to create products that attract peoples.

3.2 MISSION

MISSION
A leading Global Mobility Solutions Provider

Figure 2

Hati Lurus Auto Service Sdn. Bhd mission, who is represented in Figure 1 along with its six pillars of "motor vehicles, technology provider, engineering services, manufacturing services, human capital development, and supporting business," states that they desire to be a leader in the automotive industry.

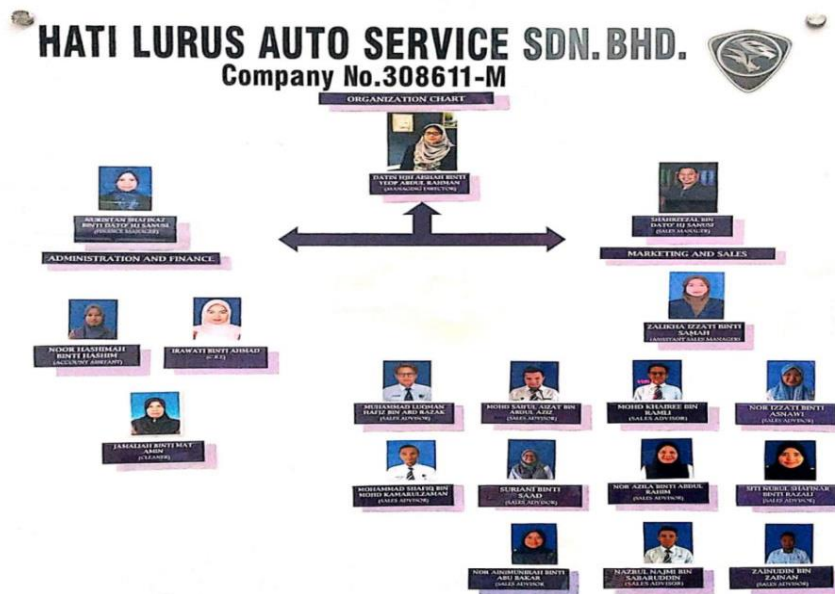
3.3 PRODUCT/SERVICES OFFER

As a Proton dealer, Hati Lurus Auto Service Sdn Bhd provides sell cars, test drives and online reservations. Through its subsidiaries, Proton Holdings Berhad manufactures, assembles, and distributes automobiles and related goods, principally in Malaysia. Importation, distribution, and wholesale of automobiles and parts are also included.

Not only have that, the company also offered several models that suit customer tastes and performances. There are many choices car that we offer. For example, Proton Saga, Proton Iriz, Proton Persona, X50, X70 and others.



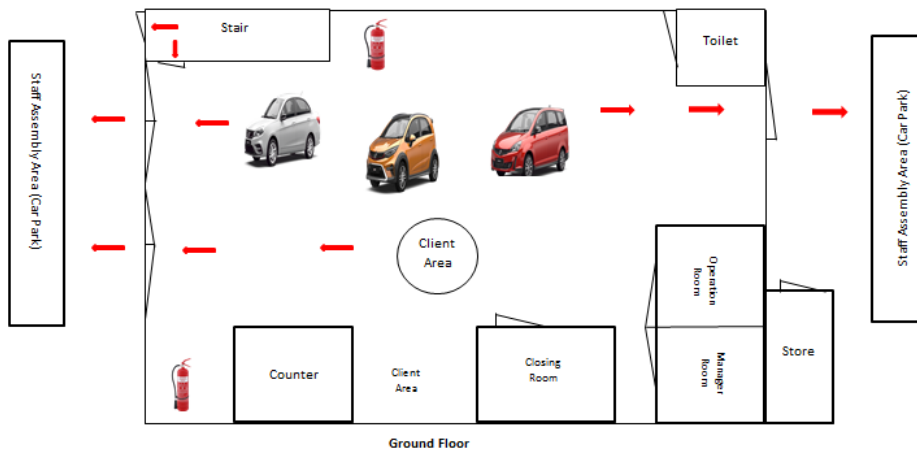
3.4 ORGANIZATIONAL CHART



3.5 ORGANIZATION'S LAYOUT

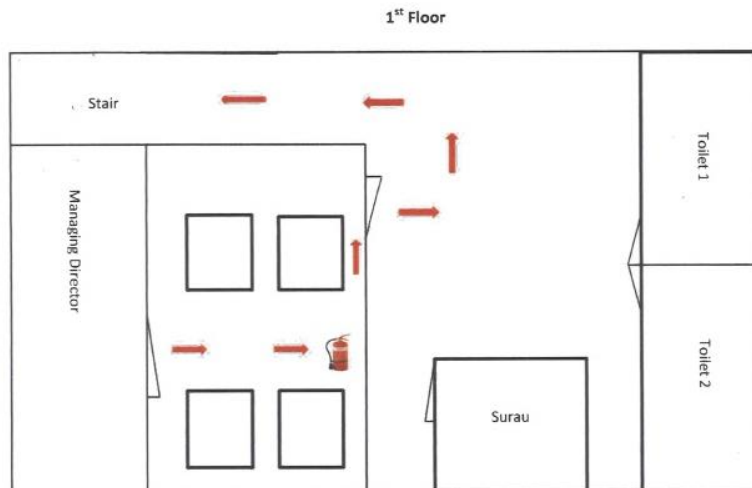
EVACUATION PLAN

HATI LURUS AUTO SERVICE SDN. BHD.



EVACUATION PLAN

HATI LURUS AUTO SERVICE SDN. BHD.



4.0 TRAINING REFLECTION

4.1 DURATION (Specific Date, Working Days and Time)

My internship at Hati Lurus Auto Service Sdn. Bhd started on 1 March and ended on 15 August 2023. My working hours are 9.00 am to 6.00 pm on Monday through Friday.

4.2 EXPERIENCE

During my internship at Hati Lurus Auto Service Sdn. Bhd, I was able to apply the concepts learned in class to real-world situations. As an example, I have been tasked with making a Hari Raya video that will be uploaded to Hati Lurus Auto Service's social media platforms. Moreover, 15 posters are also due each month. I must ensure that the idea I propose, the shooting process, and the message in the movie are all understandable in light of what I have studied in my academic classes on campus.

In addition, I learned about real-world marketing and learned how to be a good employee. As a student, I am aware of my position at the bottom of the food chain. After all, working as an intern means working for others. It can be difficult for people my age to understand that sometimes they are at their least competent in such circumstances. Still, I found it important to find a balance between speaking and studying, and paying attention to listening and taking notes.

More importantly, I've found that doing something is far better than just thinking about what needs to be done. I also found that my lack of confidence stemmed from my ignorance of some subjects. But as I've found, it's important to remember that the purpose of an internship is to learn.

4.3 ROLES AND RESPONSIBILITIES

My role is to prepare invoices for the bank. For example I need to made receipts and invoices for client's registration, key-in client's detail in Invoice, Handling fee form, Sales Invoice, Vehicle Sales Order (VSO), and Insurance and make sure all client information is correct and print out.

Not only that, my role is making a content creation. Advertising is important to business. Advertising is used to introduce a firm, develop a brand, and position a company in the competitive business world. The responsibilities are as follows:

As previously indicated, the marketing team is also charged with overseeing the material on Hati Lurus Auto Service Sdn. Bhd's social media accounts and newsletter updates. I must be able to produce content that is consistent with Hati Lurus Auto Service Sdn. Bhd Construction's overall philosophy employees' social media followers. The concept developed must come from our own viewpoint in order to satisfy everyone's preferences when reading and seeing the information. It cannot be too vague, superficial, or plagiarised from the internet.

4.4 BENEFIT

4.4.1 SKILLS

Students can receive practical experience through industrial training, which will help them better grasp their desired professional path. It is crucial that you be able to multitask while working at Hati Lurus Auto Service Sdn. Bhd.

An intern will benefit from being able to be a multi task especially during an outbreak when there are few individuals accessible in the workspace. For instance, I was given a work to develop material for "TikTok" while also being assigned a task to make a reminder poster for a monthly event like "Drive Test Event" in the Communication Team. Given the circumstances, I was given the task of producing two posters every week for Hati Lurus Auto, but I am still able to produce a video for the company's Facebook page, and this has no impact on how efficiently I work.

Moreover, critical thinking is a skill I developed during my internship. An important skill that is often required is the ability to think critically when faced with challenges. As a student, I often ask my instructor for advice when I have a problem. I need to be able to find the best solution while working on the problem in the real world. There is a tonne of posters available online, so how can I create something that is both distinctive and informative. By doing this, I may produce new poster content without being concerned that it could already exist.

Not only that, as an intern in Hati Lurus Auto Service Sdn. Bhd, I learned a lot of communication skills. One of the most crucial talents interns should possess, if not the most vital, is the capacity for effective communication. For the long-term success and day-to-day operations of any firm, fast, actionable, accurate, and understandable communication is essential. For example, I have to answer a phone call from a client. Besides that, I also have to communicate with the workers there.

4.4.2 SALARY

Over the course of my internship, Hati Lurus Auto Service Sdn Bhd grants me with an allowance of RM500 per month.

5.0 SWOT ANALYSIS

5.1 SWOT ANALYSIS DIAGRAM



6.0 DISCUSSION AND RECOMMENDATION

6.1 STRENGTH

As the first "National Car" brand in Malaysia, Proton has **strong brand recognition**. That's because Proton has been a recognized brand for over 35 years. Proton has also launched a new logo and tagline. To show Malaysia's pride, the tiger insignia on its cars will be modified to a more stylized portrayal in silver with a harder finish. The new "uncaged" logo features a tiger with its head held high, signifying Proton as an arrow-head advancing to success. The new tagline "Inspiring Connections" for Proton captures the brand's ambition to use technology and mobility to foster human ties that motivate a successful life. In addition, Proton is Malaysia's largest carmaker and will be further strengthened as the only full-fledged OEM carmaker in Southeast Asia with access to global engineering talent powered by its own CamPro 1.6L engine. To further improve the company's approach, there is a recommendation for Hati Lurus Auto Service Sdn. Bhd as a dealer Proton to undertake which is to upgrade the company from 1S to 3S. This is because; an expanded network of 3S/4S centres would enable Proton to more efficiently share resources from a logistical standpoint. Spare parts could be shared around the centres, reducing lead time and, as a result, the amount of time needed for repairs. At the same time, the national carmaker emphasised the significance of having knowledgeable and competent staff at these 3S/4S hubs. In order to do so, we have implemented strict standard operating procedures." The 'Sales Satisfaction Index' for the organisation has seen a large increase as a result.

Besides that, the strength of the company is **variety of products**. Proton makes various car models, as we all know. Proton Saga, Proton Iriz, Proton Persona, among many more, are a few examples. Proton has already released four improved models in 2019; the firm is most likely not going to release any more upgraded models in favour of concentrating on the creation of new models. Additionally, the Proton X50, X70, and X90 are some of the most recent models. According to current knowledge, the MPV will replace the Exora, while the sedan model will be included to replace the Preve.

For recommendation, Proton may produce the first electric car in the next five years to increase the choice of Proton product models for consumers. This is because, from an economic point of

view, when Proton's ICE vehicle sales reach 150,000 units per year, it is good enough for Proton to consider switching to EVs. Each new model development requires an investment of up to RM1 billion, but with the current situation in the EV industry, the total investment may be higher. Regarding the cost of the EV, it is affordable because the customer needs to take into account the total cost of ownership including maintenance compared to the ownership of an ICE vehicle even though the selling price may be higher. Besides that, EVs save as much as 70 percent in terms of service. It does not take into account fuel costs if you use an ICE vehicle.

6.2 WEAKNESSES

There are few weaknesses of Hati Lurus Auto Service as a dealer of Proton is **lack expertise in advanced automotive technology**. As we all know, technology car model from Proton a bit out-dated compared to other brands. Also, Proton, one of the biggest automakers in Malaysia, has not been as attentive in developing new product variations as some of its rivals, including Perodua. Proton faced a lack of expertise in the production of sophisticated automotive technologies, which is why collaboration with these international experts is necessary.

There is a suggestion for Hati Lurus Auto Service Sdn. Bhd to implement in order to further enhance the business' strategy which is the company should concentrate on style and technology now that it has access to Lotus's engineering resources. I believe that in the future, "safety" and "environmentalism" will be the most crucial concerns. Additionally, it must to compete in the quickly expanding small vehicle and SUV markets. Releasing concept cars is a means for the corporation to try out fresh concepts and boost creativity. This would transform its reputation from a low-end to a top-tier producer. Instead of only comparing itself to regional rivals, the corporation should compare itself against the finest in the world.

Not only is that, the other weaknesses having a **bad reputation for producing low-quality cars**. For example, demand for Proton's Sagas and Wiras was so high when they first went on sale that enthusiastic customers were forced to agree to terms like not being able to choose the colour of the car, being unable to reject certain equipment and putting up with subpar quality simply to get their hands on the vehicles. Dealers had it made in such a way that there was no need to canvass for business and things were good as they had never been. Additionally, the manufacturers are unable to meet deadlines or worry about quality. The primary cause of the low quality was found here.

For the recommendation, I think the company need to enhance quality management. By implementing total quality management (TQM) in the automotive sector would help to enhance the products' and services' quality over time, which will increase customer satisfaction. The effectiveness of a product, its dependability, how quickly it responds to consumer input, how it implements those suggestions, and improvement efforts are just a few of the many elements that have a big impact on customer satisfaction levels. By comparing a product to another brand, consumers might acquire opinions about how well it performs overall or how superior it is, which is referred to as perceived quality. The total advantage a product possesses is what persuades the customer to make the buying decision. Proton's pledge to enhance its products in order to draw customers must be sincere and carried out in line with the company's vision and objective.

6.3 OPPORTUNITIES

For opportunities, Proton can **expand their market**. This is because, Proton is currently focusing more on its export markets, where it anticipates great future growth potential in addition to the current local market. According to Proton, the company's total overseas sales climbed by 79.1% to 5,406 units, making it the largest exporter in the sector. Besides, Proton has set a target of 10,000 units for export by 2023, an increase of 85% over the benchmarked sales figure. Currently, Proton automobiles are sold in 14 nations, four of which are home to Proton's local assembly (CKD) plants. In 2023, Proton plans to launch in three more nations. However, South Africa and Pakistan continue to be the primary growth priorities at the moment.

For the recommendation, I think the company need to improve allocation pathways, commercialization, and research and development capabilities, Proton must form collaborations with key players in the global automobile sector. Proton should also make use of the newest technologies and technique in manufacturing and administration, implement the cost-first strategy. So that, Proton can expands the entire car to global.

Additionally, with **government support**, Hati Lurus Auto Service Sdn Bhd as a dealer Proton may be able to take advantage of better circumstances that will encourage further development. To increase automobile sales and raise awareness, for instance, the government might promote Proton as a partner where Proton is used as a vehicle. Those initiatives into technologically driven areas, such as electric cars and new-energy vehicles, continue to require

government support in the form of legislation, including encouragement and help for knowledge transfer. However, as of right now, Malaysia doesn't have a dedicated new energy policy. Perhaps the need for fresh energy is not urgent because of Malaysia's excellent environment and inexpensive petrol. However, I have faith in the long run. Malaysia requires electric vehicles.

For the recommendation, to further strengthen government support I think Proton need to develop goods that are added values such as high quality, unique car. For example, Proton need contribute to the development of Malaysia's electric vehicle (EV) industry and aid in the achievement of the nation's carbon neutrality goal by 2050. However, in order to do so, Proton need assistance, and the government, as usual, has taken the initiative to promote this generation of automobiles design, affordable range of new models.

6.4 THREATS

Hati Lurus Auto Service Sdn Bhd as a dealer of Proton, they are faced a **price war between competitors** especially Perodua. This is because Perodua is Proton's main competitor. Competition has reduced Proton's market share from 70% to around 15%. Perusahaan Otomobile Kedua Sendilian Berhad (Perodua) and Malaysia's second largest automobile manufacturer after Proton. With an annual capacity of up to 350,000 units, Perodua operates two manufacturing facilities in Malaysia. In addition to Brunei, Perodua also sells its products to Singapore, Mauritius, Fiji and Sri Lanka. With a market share of in 2017, Perodua ranks first.

In order to remain competitive, I think Proton required a strategic overseas partner to deal price war between competitors. This is because, according to RHB Research, Geely's appointment as Proton's foreign strategic partner is a significant development that gives the national automaker hope that it may reclaim its market leadership. Additionally, Proton would be able to obtain competitive goods and technology, cutting-edge production methods, increased manufacturing efficiencies, and improved product quality through Geely.

Not only that, Hati Lurus Auto Service Sdn Bhd as a dealer of Proton also faced **slow economy growth**. This is because; sales performance and profit for Proton have been decreasingly noted in recent years. Despite having high sales all year long, the company does not complete the year with a healthy profit. The company's products and services both have a significant role in its profitability. As a result, Proton is now worried about their company from

the perspective of their shareholders and customers. An image is a comprehensive representation of a company's performance and efficiency.

For the recommendation, the company need to improve domestic sales. For example, Proton must running at a “break-even” degree and needs to be manufacturing a further 100,000 vehicles a year extra than its contemporary 150,000 automobiles output. Besides, the numbers show demand for our sales continue to be sturdy not withstanding projections of a reduction in liquidity for customers, and this is confirmed through our increase fee outpacing the general market by using over three instances. It also shows that the strategy of supplying excessive quality merchandise with connectivity era at various fee points permits us to cover a large portion of Malaysian car buyers.

7.0 PESTLE ANALYSIS

7.1 POLITICAL

This shows how strongly the government intervenes in the economy. Politics can affect business in many ways through rules and regulations, policies, domestic and international political situations, tax and trade policies, labour laws and trade restrictions. All organizations should obey the law, and political instability will hinder economic activity. Proton is a company that operates in 15 countries, mainly in Asia. This region is known as the Asian Free Trade Area (AFTA). Political variables affecting Proton's business strategy include the impact of AFTA's tax barrier policy and the National Automobile Policy (NAP).

7.2 ECONOMIC

It is one of the key elements that greatly impact every type of business. A country's enterprises are greatly impacted by factors such as economic growth, exchange rates, interest rates, inflation, GDP, per capita income, etc. The performance of firms in that nation is likewise influenced by the economy's supply and demand. A company that conducts business internationally also experiences a substantial impact. The automotive industry, where Proton operates, is incredibly competitive. Perodua is its biggest opponent, and next come Honda, Toyota, Nissan, Hyundai, and Volkswagen. The effects of the global financial crisis and consumer market segmentation are clearly visible in the company's sales figures.

7.3 SOCIAL

When we talk about this factor, we're talking about the sociocultural aspects that affect how a firm operates. For any firm, the sociocultural factors include the population's attitude, nature, and common beliefs. These include factors including population growth, age distribution, religious convictions, and choice of career, health, and culture. Another important aspect that affected the Proton. The population had a huge impact on the auto industry. The country's population was 27.5 million as of 2008. It will provide the Proton automobile a sizable market. The high rate of car ownership in the country indicates that individuals are interested in purchasing cars. Additionally, it is supported by the reputation of the national brand that is well-known in our local market.

7.4 TECHNOLOGY

The Proton automobile was significantly impacted by technology as well. The performance and status of the company are benefited by technological advancement. The demand of the modern market, which is technology, is what affected Proton car sales in the automotive industry. Furthermore, technical advancements provide Proton a strong chance to expand in the cutthroat market. The Malaysian Ministry of Science, Technology, and Innovation (MOSTI) must grant approval for proton technology.

7.5 ENVIRONMENT

The Proton environment has an impact on automobile sales and growth in the current cutthroat market. It is important for the Proton automobile. The Proton car's destiny was impacted by various environmental and cultural factors. The Proton automotive business model in the cutthroat industry was impacted by a favourable climate.

7.6 LEGAL

There are internal and external legal factors. A country's business environment is influenced by its industrial laws. Companies also comply with their own regulations. Both sides are considered in legal analysis, from which tactics are developed. This element includes labour regulations, health and safety regulations, consumer law, etc. Corporate governance and ethics are also part of this factor. Proton's legal considerations include its commitment to manufacturing safe and environmentally friendly vehicles, customer rights, and imposition of tariffs and protection of governments.

8.0 CONCLUSION

In conclusion, I am able to get practical marketing and communication experience through Hati Lurus Auto Service Sdn Bhd's integrated internship programme. This education provides a variety of real working experiences, environments, and workloads. Through this internship programme, I learn how to cognitively, physically, and emotionally prepare for emergencies.

Additionally, at Hati Lurus Auto Service I learn to maintain their existence in a genuine working environment while dealing with numerous experiences they had during the internship programme. Not only that, the most important thing that I learn at the company is communication. Honestly, I am an introvert. So, during six month I'm doing my internship here, I have a lot meet with customer, I need to communication with other staff and so on.

Last but not least, despite the numerous difficulties I had during the internship training, I'm happy to because I was able to finish it without having to extend the training period at Hati Lurus Auto Service.

9.0 REFERENCES

PROTON - INSPIRING CONNECTIONS. (2019). Retrieved from Proton.com website:

<https://www.proton.com/>

Mustadza, A. A. (2020, November 9). Proton's SWOT Analysis (Pre-Geely Partnership).

Retrieved November 2, 2022, from Marketing in Asia website:

<https://backup.marketinginasia.com/2020/11/09/protons-swot-analysis-pre-geely-partnership/>

Proton Holdings Berhad - Strategic SWOT Analysis Review. (n.d.). Retrieved July 19, 2023,

from www.marketresearch.com website: <https://www.marketresearch.com/GlobalData-v3648/Proton-Holdings-Berhad-Strategic-SWOT-34178161/>

Proton Power Systems Plc PESTEL / PEST & Environment Analysis [Strategy]. (n.d.-c).

Retrieved from Fern Fort University website: <http://fernfortuniversity.com/terms-papers/pestel/nyse4/8167-proton-power-systems-plc.php>

Khosravi, A., Syri, S., Zhao, X., & Assad, M. E. H. (2019c). An artificial intelligence approach for thermodynamic modeling of geothermal based-organic Rankine cycle equipped with solar system. *Geothermics*, 80, 138–154.

<https://doi.org/10.1016/j.geothermics.2019.03.003>

Proton achieves 50.9% sales growth in 1Q. (n.d.). Retrieved from The Star website:

<https://www.thestar.com.my/business/business-news/2023/04/05/proton-achieves-509-sales-growth-in-1q>

Proton sold 15,880 cars in August, highest sales volume in nine years. (2022, September 2).

Retrieved July 19, 2023, from Malaysiakini website:

<https://www.malaysiakini.com/news/634340>

APPENDIX



Proton Hati Lurus Auto Service Sdn. Bhd



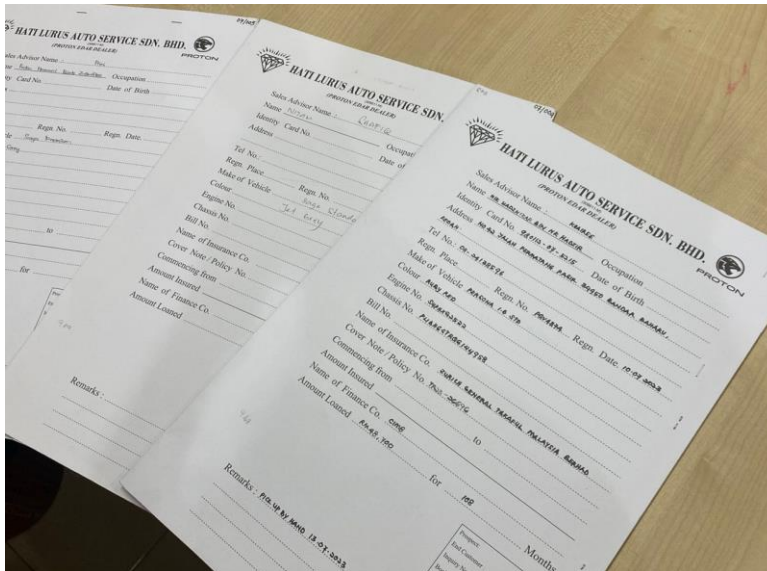
Proton Roadshow at Longwan Parit Buntar



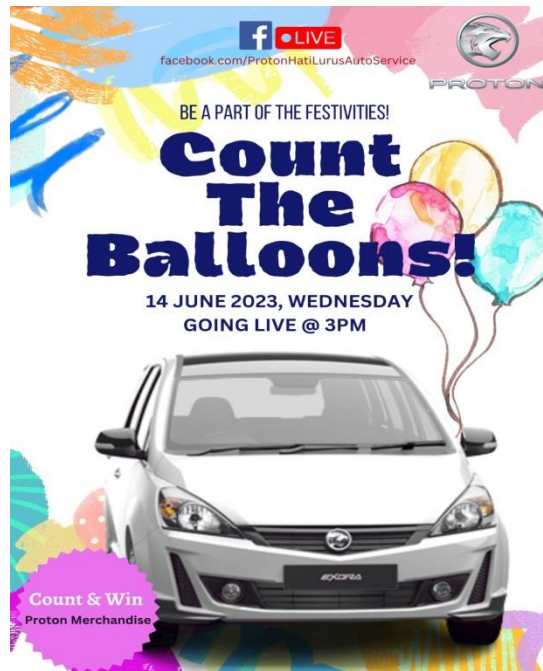
Event Proton Hati Lurus Auto Service



Staff Hati Lurus Auto Service



Prepare file for customer



Poster Event