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**PERODUA**

# INDUSTRIAL TRAINING REPORT @ PERODUA SALES SDN BHD

29th August 2022 - 10th February 2023



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# EXECUTIVE SUMMARY

My experience throughout my six months of industrial training here at Perodua Sales Sdn Bhd was both memorable and fascinating. This internship report describes my internship with Perodua Sales Sdn Bhd, which began on 29th August 2022 and ended on 10th February 2023. Perodua was established in 1993 and is the second largest automotive maker in Malaysia. Located in Sungai Choh, Rawang, Perodua is the outcome of a partnership between Malaysian corporations and Daihatsu Motor Company of Japan. During six months of my employment, I have been allocated to the purchasing operations department. Under the guidance of the general purchasing team here, I learned how to request quotation from suppliers, handling tendering process, preparing Purchase Order and many more. This helped me to improve my multitasking, teamwork, as well as my communication and negotiation skills. In addition, Perodua Sales Sdn Bhd has their own strengths, weaknesses, opportunities, and threats. The atmosphere of the workplace and the process management are identified to be their strength as it will give Perodua competitive advantages over their competitors. Furthermore, the lack of research & development, as well as over dependence on the domestic market will prevent Perodua from realising their full potential and they must improve to maintain their market position. Perodua also has a lot of opportunities to grow even further, and it will be in the form of market potential and advanced technology from Japan. However, they must face the competitions from other automotive makers and the rise of environmental issues that will pose a risk to the operations of Perodua. Because of the high level of harmony in the company, it will boost the morale of Perodua's workers, thus increasing the market value of Perodua's products. Besides, it is recommended that Perodua seek guidance from their Japanese partner who holds the advancement of technology for future innovation. Additionally, with the right process management, it will minimise the negative effects of the automobiles have on the environment and End-of-Life Vehicles policy will make it possible, together with development of green vehicles. Lastly, Perodua might consider developing their brands more on developing countries to overcome their over dependence on the domestic market. During my time receiving industrial training from this organisation, I was able to absorb and use a vast amount of pertinent knowledge while accomplishing the several duties I was given. In addition, I have gained expertise in communicating with interested parties; as a result, I am able to comprehend the real working environment and the frequent difficulties that arise.

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## BACKGROUND

Perusahaan Otomobil Kedua Sdn Bhd, or Perodua as it is generally called, was established in 1993. Perodua is the second largest automaker in Malaysia, after Proton. Perodua is the outcome of a partnership between Malaysian corporations and Daihatsu Motor Company of Japan, resulting in goods and services that strike the ideal mix between price, usability, and dependability. Perodua's headquarters are located in Sungai Choh, Rawang, Selangor, on a 162-hectare site that includes its corporate building, R&D testing laboratories and styling studio, vehicle test track, manufacturing plant, engine plant, pre-delivery inspection area, vehicle distribution stockyard, part warehouse, Perodua Learning Centre, mosque, and daycare centre.

Perodua offers a variety of automobile models to meet the needs and desires of every Malaysian motorist, including Myvi, Aruz, Bezza, Ativa and Axia. In 2006, over 80,000 units of the Perodua Myvi were sold, making it the company's best-selling automobile product. This was due to the Myvi's inexpensive price and the fact that its design matched client preferences. (Wikipedia, n.d.) In addition to supplying high-quality automobiles, Perodua also provides excellent service to all of its clients countrywide, as well as high-quality spare parts for both new and pre-owned vehicles. They are committed to offering end-to-end mobility solutions for their consumers in order for them to receive the best service possible. Due to its affordability, fuel efficiency, and comparatively cheap maintenance costs, the Perodua brand is extremely popular among Malaysian drivers. Perodua is now regarded as the go-to brand for Malaysians of all classes and social standings, as their products and services are generally dependable and well-known.



The Perodua Group consists of five (5) subsidiaries, including:

i) The Perodua Automobile Corporation Sdn Bhd (PCSB)

It was founded during the fourth quarter of 2001. PCSB's two other joint venture partners are Japanese companies Daihatsu Motor Co., Ltd. and Mitsui & Co., Ltd. PCSB is responsible for managing the Perodua Group's manufacturing operations. The facility is now capable of producing 350,000 units per year.

ii) Perodua Sales Sdn. Bhd. (PSSB)

PSSB is responsible for the sales, marketing, and distribution of all Perodua automobiles, in addition to after-sales and spare parts activities. Nationally, PSSB has 182 sales branches and 183 service branches to efficiently serve its consumers. Additionally, Perodua automobiles are marketed in international markets including the United Kingdom, Indonesia, Singapore, Brunei, Fiji, Nepal, Mauritius, and Sri Lanka.

iii) Perodua Manufacturing Sdn. Bhd. (PMSB)

Subsidiary responsible for the production of Perodua automobiles.

iv) Perodua Engine Manufacturing Sdn. Bhd. (PEMSB)

Assembles automobile engines and manufactures engine component parts.

v) Perodua Global Manufacturing Sdn. Bhd. (PGMSB)

It is the first high-tech, innovative Energy Efficient Vehicle (EEV) production facility in Malaysia. It has the highest average automobile speed in the country at 75%. It is also capable of producing 100,000 vehicles per year in a single shift. (Yong, 2022)

## VISION & MISSION

Perodua's vision is to become the most chosen automobile brand, famous for high-quality goods and services that contribute to the national growth. Perodua's mission statement includes professionalism in all of their operations, efficiency in utilising technologies and available resources, resiliency in facing challenges, uniqueness in product, glorification of the Perodua name, maximising benefits to customers and stakeholders, as well as a commitment to social responsibility to the environment and community as well as the development of Perodua's workforce.