



Persusadaan Otomobil Kedua Sdn Bhd

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CHAPTER-1: INTRODUCTION

In Malaysia, automotive trade is rapid growing industry. It is considered as the one of most important manufacturing industry sectors. Automotive industry is considered as the one of the crucial industries by the Malaysia government. According to the government representor, the rapid growth in the manufacturing of the automotive leads the country to be developed nation by the end of 2020 (Arshad, 2001). According to Malaysia Automotive Institute (MAI) Chief Datuk Madani Sahari automotive sector is going to contribute in the GDP of Malaysia about 10% of the total by the end of 2020. In Malaysia economy the automotive Perodua Company is also contributing a lot in the automotive sector. The Perodua is playing an important role in the manufacturing, assembling, and service sectors. As the Perodua director was crowned with the title of automotive man of the 2017 year, because of his visionary action and leadership in making the national automaker. Therefore, companies like Perodua are the proud for the Malaysia like developing country which are independent in their automotive manufacturing, engineering and designs. In the presence of the given challenges the automotive industry is facing the issues of increased competition, on the global and national level. Therefore, Perodua has to make the strategic direction and also gave the basic framework by reviewing the current status of automotive sector. Therefore, Perodua will have the battle on national and national level. The new designs of Perodua are having new technology and quality. The quality and productivity of Perodua is the mission of the company which enhance the sustainability of the active vendors of Perodua services. Perodua is also known as the world's best automobile company because of its professionalism, efficiency, quality and reliability of the automobiles. The strategies of the company include the optimizing benefits for the stakeholder and for the customer services, have the social responsibility for the community and environment. This company is unique in its products which attract the customs (Zahari, Halim, Baniamin&Salleh, 2016).

Literature review revealed that there is storing relationship between the customer satisfaction and the quality of services (Alias, & Rahman, 2003). Perodua is currently focus on this strategy to improve their image in their customers around the globe. Perodua mission is to providing the best quality services to the customers to maintain the quality of customer loyalty (Chen & Quester, 2006). So, in the present paper focus is on how the customer satisfaction, quality of service and service advisor communication influence the Perodua customer's

The full form of perodua name is 'PersusadaanOtomobilKeduaSdnBhd' which is abbreviated as 'Perodua'. The company was established in 1993. It was established with a vision to provide manufacturing services all over the world. There is no doubt that the company has gain a worldwide reputation in the specific field. It is the second most appreciated company of automobiles. After proton in Malaysia. It happens to be a joint venture between Malaysia and Japanese. The shareholding of the Perodua is as follows:

- UMW Corporation SdnBhd 38%,
- MBM Resources Berhad 20%,



- Daihatsu Motor Co. Ltd 20%
- PNB Equity Resource Corporation SdnBerhad 10%,
- Daihatsu (Malaysia) SdnBhd 5%,
- Mitsui & Co. Ltd 4.2%
- Mitsui & Co, (Asia Pacific) Pte Ltd 2.8%

The ultimate goal of Perodua is to establish an organization which concur the field of automobiles with its excellent services, unique products and efficient utilization of technology. It has introduced its professionalism in the most of the field and provided best services to its customers so far.

CHAPTER 2 COMPANY PROFILE

Perodua had a vision of becoming the top automobile manufacturing company in the world. It has fulfilled its vision somehow. It is the leading automobile company across the globe. Many companies of the world have joint ventures with Perodua. The organization has achieved many milestones since its establishment. It has become successful in securing the second rank in automobile manufacturing around the globe after proton.

Most of the time Proton is consider as the competitor of Perodua, whereas in Malaysia both of the companies are not consider as the competitors. Perodua actually produce the small cars. This company has the small compact cars which are sold by the Proton dealers around the globe because Perodua compact cars are small and cheap in price which customer prefer as the alternative of Proton. Perodua export their cars around the globe major countries include UK, Sri Lanka, Mauritius, Singapore and Fiji and also on local level.

Perodua cars are design and engineer by the Daihatsu because Perodua Company itself is not designing and engineering in house components of the cars. They badge with the Daihatsu because of their engine, technology and other transmission products. The logo of the Perodua has the p and 2 which are in square with green and red color which represent the quality and reliability of the Perodua. The colors of the logo also represent the social responsibility in respect to the community and environment and also the great symbol of competency ad facing the global challenges.



This strategic organization has four types of plans.

- Strategic plans
- Directional plans
- Single use plans
- Long-term plans

There are also 4 types of operational plans such as:

- Specific plans
- Standing plans
- Operational plans
- Short term plans



PERODUA

These plans of the organization are to be achieved by setting goals and objectives. The organization has set forth the rules following which the objectives and vision of the organization is to be achieved. These rules are known as, traditional goal setting, management by objectives and means-end chain. All the goals set by the Perodua are

to be achieved by the significant and systematic planning. No significant planning would affect the company badly and the goals would be become hard to achieve. Perodua has specific goals to be measured and achieved in time. It has defined the clear and realistic goals to be successful to realize its specific vision. Perodua has increased its profitability and productivity to help the organization to be efficient and successful in the field.

Perodua is a vision not just a company. It hires its employees with the clear communication of organizational goals to work efficiently in the organization and achieve the desires and objects of the company. Perodua has provided its workers with the idea of organizational goals to help their employees to specify their ways following which they are to achieve the desired ends of the organization. This organization has established a modern technology and equipped their employees with the resources and proper tooling, which are necessary to meet the objects of the company. The goals of the Perodua are being changed from time to time. When a goals is achieved the other one is emerged. Following this rule, the organization has come to another level and become the fastest growing venture in the world. It has made many concrete steps towards its business. The official goal of the perdua is to achieve customer satisfaction and by providing quality services and Perodua has accomplished this goal by providing effective multinational support. Perodua has seek the prosperity worldwide by ensuring happiness and satisfaction of the people.

CHAPTER-3: DATA COLLECION

In the present research paper focus was to find out how Perodua satisfied customers who visited them. This is also helpful in understanding the different operations and market feasibility. The data was collected through interview from the customer while they were visited the company store. This was qualitative study which is based on the customer interview. Chapter 3 has the results of the interview where as chapter 4 include the suggestion which are covered in interviews for improvement. The identity of customer is not discussed here because of confidentiality issue. I am going to discuss their interview verbatim and theme in the present research.

The following questions were asked from them how much you are satisfied with the customer services of Perodua. Do you like the service quality of Perodua? Do you have direct contact with the service advisor communication? The customer was also asked about the different resources from which they can get the help for immediately?

Data collection policy of Perodua is totally based on manufacturer and customer interaction. The organization has conducted many interviews in order to collect the data from the general public. Moreover, a team of the people is there to collect the data for the company from every possible way. The organization has collected data through conducting seminars and surveys. The direct communication of the company is very much important to collect the data. It has helped the Perodua to improve quality of their products and services. Data collection helped the Perodua to identify the problems faced by the company and thereafter strategies are defined to solve those issues.



CHAPTER – 4: ANALYSIS AND FINDINGS

Qualitative analysis of the limited data of the interview was taken from the customer of the Perodua. This interview was carried out in the light of literature review on the customer satisfaction and how it influences the customer loyalty of the Perodua customers. In the present research paper author tried to find out each tool which Perodua is using to satisfy their customers and which they are utilization to providing the quality of services to the customers. The effectiveness of tools of marketing are used in the gaining the loyalty and trust of the customer, which is the big reason of the success of the Perodua in the huge automotive industry.

The results of the interview revealed that customer satisfied with the service quality of Perodua. He also added in his interview that he has the direct contact with the service advisor communication. The customer also added that he can take the help from the direct contact with the face book page of Perodua. The website plays an important role in the satisfaction of the customers related to the services and quality of products.

CHAPTER -5: RECOMMENDATIONS

Perodua has a systematic data collection procedure discussed above. By analyzing the data, it is clear that the organization has fulfilled its obligations towards its customers by providing quality services and products. But is expedient to give recommendations to the organization to curtail the chances of future complications and loss.

- The Perodua need to improve its process in Malaysia in order to provide more efficient services and to implement their strategies more effectively to tackle the competition in the market. It would also decrease the chances of downfall of the Perodua which is the biggest fear of an organization.
- Perodua must introduced their new plans and strategies quicker than the other competitors to avoid economic downfall.
- There are many training programs are being run by the Perodua. But it is needed to introduce more training institute's specifically automobile training institutes in Malaysia to train their employees on professional level so they could work properly for the health of the organization.
- The Government of Malaysia should also play their part in to improve the economic condition of the country. It should promote the manufacturing of the automobile in the country and should also encourage export of automobile vehicles from the Malaysia to the foreign counties. This would profoundly infuse the investment from all over the world in the Malaysia which would automatically improve the status of Perodua.
- More manufacturing sectors and jobs should be created by the Perodua in the Malaysia to hold the status of largest company of the world.
- Perdua should work on its strategic alliance and acquisitions in Malaysia.
- Perdua should work on its advertisement to showcase their best products in the Malaysian market. This would also retain the loss market and encourage the investors.

CONCLUSION:

A well-known organization of the world 'Perodua' is undoubtedly one of the best automobile manufacturer company of the world, working as a joint venture between Malaysia and Japan. It is quite clear from the data collected by the organizations that the company has grown rapidly throughout the course of years and emerged itself has a well-established company in the market. However, there are some merits, should be taken into the consideration by the Perodua to work on more adequate strategies and business plan to meet the desired ends. The more modern and technically sound plans will surely do the best for the business of Perdua to flourish its business in Malaysia.

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