

Perusahaan otomobil nasionaI berhad proton commerce essay

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The company that is discussed in this essay is Perusahaan Otomobil Nasional Berhad (Proton) which is an automotive company that was founded in Malaysia on 1983. The company experienced addition in gross from the twelvemonth 2007 to 2011 and the gross revenues of its autos is a major factor impacting gross. Motivation degree can impact gross revenues public presentation, but it would non be the lone factor. The end of this essay is to research the motive degree of Proton ' s gross revenues section in comparing with other factors impacting gross revenues. Hence, the research inquiry that arises is " To what extent does the motive degree of Proton Berhad ' s gross revenues section affects its gross revenues gross? " The methodological analysis revolves around the usage of study among the Proton ' s gross revenues section staff and followed with an interview with one of the caput of the gross revenues section. Using the information obtained, motive degree of the staff is assessed utilizing Herzberg Two-Factor Theory while the other factors impacting gross revenues are assessed utilizing PEST analysis. The decision was that Proton had implemented steps that help to actuate its employees, but there is a bound to how effectual can motivation flat affects gross revenues as there are other factors involved such as quality and trade name perceptual experience. The unsolved issue would be sing the demand of Proton to better its quality and increase its employees motive at the same clip.

Issues sing employees motive had been one of the chief focal point of an organisation as motive can impact a certain company in many ways. Based on the book An Integrated Approach to Business Studies by Bruce R. Jewell, motive can be defined as a factor or an influence that can drive people to act

in a certain manner[1]. For a company, they would necessitate a motivated work force if they want their employees to sell good. The company in inquiry here is Perusahaan Otomobil Nasional Berhad (Proton) which is an automotive company that was founded on the twelvemonth 1983[2]. Its merchandise mix includes assorted classs of autos runing from saloon, compact autos, hatchback, multi-purpose vehicle, and microvan[3].

Along its old ages of operations, Proton had been the mark of examination from the general public particularly sing its gross revenues as there are unfavorable judgments to its gross revenues[4]and after gross revenues service[5]. One factor that can impact quality of gross revenues service is motive. Therefore, the purpose of this essay is to research whether the motive degree of the Proton ' s gross revenues section had been a important factor impacting the company ' s gross revenues gross? Besides that, this essay would besides discourse on how other factors could besides impact gross revenues gross for Proton and how other factors could compare with motive degree in footings of its effects to gross revenues gross. From the inquiries that arise, the research inquiry was formulated as follow: -The chief intent of informations aggregation for this peculiar essay is to mensurate the motive degree of Proton ' s gross revenues section. Thus, primary research had been carried for the exclusive intent of mensurating the motive degree of the employees.

The two chosen methods were studies and interviews. As stated before, with the informations obtained, a qualitative deductive will be made to see how high or low the motive of Proton ' s employee. To infer, the content theories

single motive used is Herzberg's Two-factor theory. A study was designed in order to bring out information on the motive of Proton's gross revenues section and the figure of respondents was 15 people from the Enterprise Gross sales Team and R3 Gross sales Team which are a portion of the gross revenues section of Proton. The study's inquiry and its several informations are shown in Appendix 1. The interview was done with Mr. Hj. Roslan Hj.

Mohamed which is presently the captain of Enterprise Gross sales Department of Proton. The interview inquiry and its replies are shown in Appendix 2. The analysis in this essay chiefly revolves around the correlativity between the motives degrees of Proton's employees with its gross revenues gross. The findings will be discussed so that the extent to which the motive degree affects the gross revenues gross can be seen clearly. The following measure is to see other factors that may be involved which can impact gross revenues. To make this, Political Economy Social Technology (PEST) analysis will be carried out so that we can see the external factors that surround Proton.

Further treatment will be carried out in order to see how large do the factors affect Proton's gross revenues gross, and compare it with the internal factor which is the motive degree of employees. The terminal consequence would be a decision that will include suggestions and an unsolved issue. Based on Herzberg Two-Factor Theory, there are two facets that define motive which are the hygiene demands and incentives [6]. Carry throughing hygiene demands prevents employees from being dissatisfied while holding

incentives will guarantee satisfaction of employees. This theory is chosen to find the motive degree of Proton ' s employees because of the two facets mentioned that is apparent in their working environment. Above is a table sketching the hygiene demands and incentives as outlined by Herzberg[7].

To find the motive degree of the employees in Proton ' s gross revenues section, most of the points in the tabular array will be discussed based on the findings. Proton ' s gross revenues section employees feel that their supervisor listen to them and most felt that they are involved in the determination devising procedure. They besides feel that their supervisor give moderate attending to their work and most experience that their supervisor outlook of them is good in which it corresponds to their existent potency. Yet, some felt that their supervisors are bias in their work with some claiming that there is presence of alleged foreman ' s pets and besides gender biasness. The employees of Proton ' s gross revenues section felt that the on the job status is normal at best instead than good. Most felt that it is normal in their on the job status to acquire positive feedback and constructive unfavorable judgment.

Still, some felt that office political relations is present therefore it could be a beginning of unhappiness sing the on the job conditions. It was found that the wage is high. This is due to the presence of many types of committee that helps to increase the payments received by employees such as finance committee, model-based committee, accessory committee, and insurance committee. Proton promotes the desire to accomplish for their gross revenues section by holding seasonal monthly run.

Employees will be given an inducement for accomplishing the mark for a specific gross revenues run. Recognition In Proton, the signifier of acknowledgment comes in the signifier of a nine rank that celebrates gross revenues forces who had sold 100 autos. Promotion Opportunities for advancement exist for Proton since it was found that an employee can progress into a gross revenues director in merely 5 old ages. Growth Most of the employees agree that turning their cognition and holding chances for self-development is extremely of import for them but it can be seen that most of them thinks that the chances for self-development is non high but still present in the company. The presence of growing chances will take to higher satisfaction for the employee.

Based on Herzberg Two-Factor Theory, to guarantee employees are motivated, it is better to turn to the hygiene demands and so concentrate on the incentives. For Proton, the company had in a manner provided a moderate working status and the supervisors are holding good relationship with their subsidiaries. These two factors fulfill the hygiene demands and cut down dissatisfaction in the gross revenues section. Aside from that, the wage construction which is high besides contributes to take down dissatisfaction for the employees. Although we ca n't state for certain that the dissatisfaction is wholly addressed by Proton, but we can infer that Proton had fulfilled some of the hygiene needs therefore take downing the dissatisfaction among employees. For the incentives, Proton had besides provided ample incentives for the gross revenues section. We can see that Proton had provided its employees with equal chances for them to have proper accomplishment, acknowledgment, promotion and growing.

The presence of the incentives mentioned helps to advance satisfaction for the employees in the gross revenues section. As a consequence, Proton had fulfilled the hygiene demands and provided incentives for its employees. It is difficult to see whether the employees are extremely motivated or non but from the treatment, it would be better if we deduce that the employees in Proton ' s gross revenues section is coined as motivated due to the low dissatisfaction and equal satisfaction. Graph of growing of Proton ' s gross from 2007 until 2011 (Appendix 3) Judging from the graph, Proton ' s gross had improved for 5 old ages directly. As company that make autos, most of Proton ' s gross would come from the gross revenues of their autos therefore that is why the gross revenues section plays a important function to guarantee better gross revenues. We had found before that the employees in the gross revenues section are motivated because of the manner Proton had addressed the hygiene demands and incentives. Due to the fact that the employees are motivated, it can be seen that their motive degree correlatives with the addition in gross. A motivated employee would decidedly execute better when at work therefore there would be higher gross revenues compared to an unmotivated employee.

As a decision, we could see that the motive degree had contributed to the addition to gross. Yet, the underlying inquiry here would be the demand to set up the bound in which motive degree plays a function to the addition in gross. Therefore, the undermentioned inquiries could come into drama: -1.

Are at that place any other important factors that contribute to gross revenues? 2. How about the province of the state Proton is in? Does it impact

the gross revenues? 3. Are at that place any outside factors, which are out of Proton ' s control that contributes to greater motive among employees?

Therefore, in order to bring out the extent to which motive degree plays a function, the following measure would be to happen the factors that affect Proton gross revenues and find its significance in comparing to the motive degree of Proton ' s gross revenues section.