

INGRESS CORPORATION BERHAD

A CASE STUDY ANALYSIS

PRESENTED TO:

**EN. KAMEL TAUFIQ ABDUL GHANI
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PREPARED BY:

ANIZAT BIN TARLAN	99109642
AHMAD RIZKHAN BIN ABD WAHAB ZEN	99109628
MOHD HAFIZ BIN AZMI	99109754

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MARA UNIVERSITY OF TECHNOLOGY
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1.0 INTRODUCTION

Ingress established in one of the world's fastest growing region. At Ingress, the development of a culture that strives for excellence in everything that one does is the management preoccupation. Continues improvement in technology and products is achievable through workforces who are spurred by belief that quality is infinite; excellence is the continues processes that has no ending, only the beginning.

1.1 CORPORATE BACKGROUND

Ingress Corporation Berhad (formally known as Ingress Corporation Sdn. Bhd – ICB) was incorporated on 9th September 1999. On 2nd March 2000, the company was converted into a public limited company and assumed its present name. ICB presently is the major shareholder of Ingress Group of Companies, which involve automotive components manufacturing, engineering services, power and electrical services and transportation. Its principal activities are the manufacturing of hi-tech automotive components with roll forming. Co-extrusion and robotised welding and assembly process being the core of its technical competence.

With the technical assistance of Katayama Kogyo Co. Ltd. (Japan), IEB began supplying co-extruded metal PVC wearership and moulding to the Malaysian automotive assemblers in 1992. Encouraged by the rapidly growing automotive market, the Ingress Group on 5th January 1994, incorporated a joint-venture company, the Ingress Precision Sdn. Bhd. Together with Katayama Kogyo Co. Ltd. (Japan) and Mitsubishi Corporation (Japan) to manufacture door-sash assemblies.

Today, the Ingress group has established itself as a prominent automotive component manufacturer. Its products and services have been acknowledged by its customers as being reliable, cost competitive as well as of the highest quality comparable to those produced by more established manufacturers in advanced nations.

Such recognition has made it possible for the Ingress Group to move up as a system supplier, where on 3rd September 1997, it signed a joint-venture agreement with Perusahaan Otomobil Kedua Sdn. Bhd. (PERODUA) and RAMDAWI Sdn. Bhd. The project is undertaken by Ingress Technologies Sdn. Bhd to manufacture complete "Door-in-White" for the KANCIL models. The rapidly changing trend of the automotive industry spurred by globalization was instrumental in the forging of further common strategies between the Ingress Group and Katayama Kogyo in seeing the needs of customers in the fast growing ASEAN region. As the result, Ingress Autoventures (Thailand) Co., Ltd was formed by the parties in response to the customer's requirement in Thailand.

To ensure long-term technological competence, The Engineering Services division was formed in 1996. Ingress Research provides the Ingress Group's needs in product development, jigs, tools and dies design and fabrication using the state-of-the art Computer-aided Design and Manufacturing (CAD/CAM) know-how. Talent Synergy Sdn Bhd, another subsidiary company, complements our expertise by specializing in the design and fabrication of test fixtures, production sub-systems and industrial automations. Ingress Group continues to grow in line with the economic recovery and seeks ways of diversifying its core businesses apart from over reliance on automotive sector. The opportunities came in January 1999, with the gain of 100% equity interest in Multi Discovery Group. Multi Discovery Group as one of the leaders in power and electrification has provided the needed impetus to Ingress Group with string of success in term of probability and liquidity.