



Critical
manufacturing



INDUSTRIAL TRAINING REPORT AT CRITICAL MANUFACTURING MALAYSIA SDN BHD

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Executive Summary

This report discusses about the company of Critical Manufacturing Malaysia Sdn Bhd in several aspects especially its background profile. Since the intern is holding a position as Human Resource and Administrative, there are two job scopes that are explained which totally give a whole new experience during the internship. Based on the observation, this company has its own strengths and opportunities that it can maintain and grab and also some weaknesses and threats that should be overcome and prevent. Regarding SWOT analysis that has been made, there are several discussions and recommendations that have been done to know which the best initiatives are to implement so that the company can grow rapidly and be better for its quality offer to the clients.

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2. Company Background



Figure 2: Critical Manufacturing logo

Source: Adapted from Critical Manufacturing (2023) “Who We Are”

Critical Manufacturing Malaysia Sdn Bhd is a subsidiary company that located in Bayan Baru, Penang. The headquarter of Critical Manufacturing is in Porto, Portugal. Critical Manufacturing Malaysia Sdn Bhd has been established in May 2023 which is known as multinational company. Figure 1 shows the origin of the company logo from HQ. For now, the company in Malaysia has at least 50 staffs while there are over 400 staffs in HQ. Based on Figure 3, it shows the company entrance that is in Suntech building at level 10 while Figure 4 shows the front office that is filled with People Operations, Administrative and Finance departments including Managing Director’s rooms.



Figure 3: Company entrance

Source: Self-captured



Figure 4: Front office

Source: Self-captured

As to be informed, most of the staff are software engineers. Besides, this company provides service to the customer or so-called client. The service is by developing high-tech software systems, especially in the manufacturing field. This company uses MES (Manufacturing Execution System) which is the software system that can track all the production process from raw material until the end process which is its outcomes. Not just that, the MES can be deployed into a system that can track the orders, scheduling and dispatching them. By having MES especially in manufacturing industry, it can help their productions to become more efficient, all the products can produce in time (tracking the process) and also reduce cost. By implementing this high-tech software system, it gives benefit to the manufacturers as they can produce high quality outcomes or products.

Although Critical Manufacturing Malaysia Sdn Bhd has just started its business, but it can be said that this company is developing successfully as they provide service to the big and well-known company such as IKEA, Jabil, Intel and Bosch. From here, all these big companies have high trust with the service provided by Critical Manufacturing Malaysia Sdn Bhd as everything that they request can be fulfilled by the staffs which are all the dedicated software engineers. In addition, this company is run by two managing directors who have master's in information technology and software. The main managing director is Mr. Wilhelm Schellenberger who is from Germany but he is settled down in Malaysia for several years. He has more than 20 years of experience in high-tech manufacturing industry where it is including 10 years of his experience in Manufacturing Execution System (MES) market. Then, the co-managing director of the company is Mr. Lan Weng Keong who is also expert in information technology and software. He is from Penang as well. Both are working hard to manage the company by sharing lots of information regarding software system.

According to Critical Manufacturing (2023), this company has its own mission and vision which are:

Mission

We assist all manufacturers achieve the endless possibilities of Industry 4.0.

Vision

We establish value for the business by connecting automation, operations, and intelligence technologies for Industry 4.0.