

PROTON VENDOR DEVELOPMENT PROGRAM
CASE STUDY: AZMAN HAMZAH PLASTIK SDN. BHD.

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ABSTRACT

PVD (Proton Vendor Development) which is established by Proton is to assist the development of local vendors, this is to achieve the mission to have more local contents. Proton tries to develop the local vendors to achieve the stated mission. The study will identify the vendor development program by Proton.

Chapter 1.

In this chapter, it only discusses briefly on the background of Proton, the objective of the study, problem statement, scope and limitation, hypothesis and research methodology.

Chapter 2.

Under chapter 2, there some literature reviews have been done. These literature reviews show the importance of vendors as a components' suppliers to Proton.

Chapter 3

This chapter is discussing the activities that are being done by Proton to assist the local vendors. There are 4 main activities that are being implemented by Proton to assist the local vendors namely: Proton vendor development system, Productivity improvement, 4M activities and the target cost achievement.

1.0 BACKGROUND OF PROTON

INTRODUCTION

The development of motor vehicle industry in Malaysia which started in 1967 was confined largely to the assembly of vehicles. The industry entered a new era with the manufacture of the first Malaysian car, the Proton SAGA.

The company entrusted to undertake this project, Perusahaan Otomobil Nasional Berhad (PROTON) has since taken a lead in designing, developing, manufacturing and assembling the first made-in-Malaysian car for both the Malaysian and overseas market.

The objectives of the Malaysian National car are :

- To rationalize the local automotive development industry.
- To spearhead the development of local component industry and enhance greater utilization of local components.
- To encourage the upgrading the technology, engineering, knowledge and technical skills of the country.
- To assist and develop bumiputera participation in the automotive industry.