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UNIVERSITI  
TEKNOLOGI  
MARA

# Panasonic



## Panasonic Manufacturing Malaysia Berhad (PMMA)

18 August 2024 - 24 January 2025

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40200 SHAH ALAM,  
SELANGOR DARUL EHSAN.  
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Yang Benar



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Jawatan : EXECUTIVE GENERAL ADMIN

No. Tel. :

No. Faks :

Cop jabatan/organisasi:



## EXECUTIVE SUMMARY

This report outlines my industrial training experience at Panasonic Manufacturing Malaysia Berhad (PMMA), which located at Shah Alam Selangor. As for my intern journey at PMMA, where I gained valuable exposure to various HR processes in the Human Resources Department. During my internship, I took on significant responsibilities, assisting my supervisor, Puan Nora under General Admin with administrative tasks, including timekeeping, attendance tracking, filing, data entry, and HR support. The training spanned from August 18, 2024 until January 24, 2025. The training provided insight into PMMA's office management system, including the use of specialized Microsoft suite and software tools, for data recording and reporting. This hands-on experience, coupled with mentorship, helped improve my skills and confidence and allowed me to contribute meaningful to ongoing projects.

This internship not only broadened my knowledge but also prepared for future challenges in the professional world. This report also highlights the company's review on SWOT analysis. The SWOT analysis evaluates PMMA strengths, weaknesses, opportunities and threats, providing a clear picture of the company's strategic position. The company's strength includes well-known brand and variety of products. Although PMMA is a well-known company, based on my observation and experiences as an internship student here, PMMA also facing problems in producing the current product. The problems that PMMA faces are, expensive raw materials, rise cost of labor and high energy consumption, and at the same time the threat that they are facing are high competition and economic uncertainty.

This report aims to provide valuable insights and strategic direction for PMMA, leveraging the experiences and observations from the internship to contribute to the company's continued success and growth. This report concludes with reflections on the practical skills acquired and the overall impact of the training on personal development.

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## 1.0 ACKNOWLEDGEMENT

First and foremost, I want to thank Allah SWT for providing me with the chance to complete my internship programme at Panasonic Manufacturing Malaysia Berhad (PMMA). I appreciate Him for giving me the strength, excellent physical wellness, mental health and all the resources I needed to successfully begin and end my internship time.

I wanted to thank my advisor, PM. DR. Wan Khalthom binti Yahya, for her assistance. She has given me as her supervisor all of the necessary guidance. She is always ready for a question and never hesitates to explain what I want to know, and she has given me some support as I work on this report.

Next, I had like to express my gratitude to Mr. Sivarao and Mrs. Nazliana, the executive and manager of the General Admin Department at Panasonic Manufacturing Malaysia Berhad (PMMA), for allowing me to join their team. I had also like to thank Puan Nora Md Arshat, my supervisor, for looking after me during my internship. I sincerely appreciate it. They have all taught me a variety of helpful and valuable skills that I will need to work in the future.

In addition, I had to thank my parents for always being there for me and providing crucial motivation. They also cover all of my expenses throughout my internship, including transportation to and from work and a few others. They have my heartfelt gratitude. Finally, I would want to express my heartfelt gratitude to all of my friends and coworkers for their positive inspiration, encouraging guidance and morale support in completing my internship journey and report.

## 2.0 UPDATED RESUME



# NOR FATEHA BINTI MAHADZIR

## BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS.)

Adress:

Mobile:

Email:

LinkedIn:

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### OBJECTIVE

Seeking a challenging internship opportunity where I can leverage my skills, expand my knowledge, and contribute to the success of the organization while gaining practical experience in Office Systems Management .

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### EDUCATION & CERTIFICATIONS

**Universiti Teknologi MARA**

*Bachelor in Office Systems Management (Hons)*

- Current CGPA: 3.23
- Muet Band 3.5

**Bandaraya Melaka, Melaka**

*October 2022 - Present*

**Universiti Teknologi MARA**

*Diploma in Office Management and Technology*

- CGPA: 3.52 (Dean's List)

**Jengka, Pahang**

*March 2020 - September 2022*

### Technical Skills Proficiency

- Microsoft Office Suite: Word, Excel, PowerPoint, Publisher, Project
- Typing Speed and Accuracy
- Administrative skills
- Computer Skills
- Data Entry

---

### WORK EXPERIENCE

**HallIn Boutique**

*Sale Assistant*

**February 2024- March 2024**

- Handled administrative tasks such as scheduling appointments, processing payments, and maintaining client records with attention to detail and confidentiality.
- Managed inventory levels, regularly conducting stock checks and reordering merchandise to ensure a diverse and up-to-date selection of products.
- Resolved customer inquiries and concerns professionally and promptly, fostering positive relationships and ensuring a high level of customer satisfaction.

**Mc Donald Sdn. Bhd.**

*Restaurant Crew*

**August 2023 - September 2023**

- Demonstrated exceptional customer service skills by greeting customers warmly, taking accurate orders, and ensuring a positive dining experience for all patrons.
- Operated various kitchen equipment efficiently and followed food safety protocols to prepare menu items to McDonald's standards.
- Assisted in stocking and rotating inventory to ensure freshness and availability of ingredients for menu items.
- Adapted quickly to new tasks and responsibilities, including cashier duties, food preparation, and drive-thru service, to support the needs of the restaurant.

## ACHIEVEMENTS

### *Dean's List Award*

#### *Diploma Dean's List for three times in a row*

- Distinguished recipient of the Diploma Dean's List recognition for three consecutive terms from semester 2 until semester 4, showcasing consistent academic excellence and dedication to excellence.

### *Melaka International Intellectual Exposition 2024 (MIIEEX)*

#### *Gold Medal in Innovation*

- Awarded for the 'Neurobrilliant' program, which empowers autistic individuals through customized art, fashion, and culinary initiatives. Demonstrated exceptional problem-solving, teamwork, and project management skills by developing and implementing a creative solution to address specific challenges faced by autistic individuals.
- 

## PROJECT/ PARTICIPATION

### *Melaka International Intellectual Exposition 2024 (MIIEEX)*

- Our innovation is to launched the 'Neurobrilliant' program, customizing art, fashion, and culinary initiatives to empower autistic individuals, facilitating pathways to employment
- Developed and implemented a creative solution addressing specific challenges faced by autistic individuals, showcasing problem-solving skills and social consciousness.
- Worked closely with team members to conceptualize, plan, and execute the project, emphasizing teamwork, communication, and project management abilities.

### *Vibe2Recycle Event at SK Alai, Melaka*

- Organized and executed a successful Vibe2Recycle event for 80 students, demonstrating strong planning and coordination skills.
- Managed the registration process for the event, ensuring accurate data entry and efficient handling of participant information.
- Worked closely with event organizers to plan and execute sessions tailored for students, ensuring a smooth and impactful event.

### *The Beginner's Guide Event at SK Padang Temu, Melaka*

- Distributed resources and materials to support students' continued exploration of personality development.
- Worked with vendors and sponsors to secure high-quality gifts, negotiating favorable terms to stay within budget.
- Coordinated the selection and distribution of gifts for this event, ensuring each participant received appropriate and meaningful recognition.
- Led group activities and discussions, fostering active participation and collaboration among students.

### *Student Exchange Program (Universitas Muhammadiyah Yogyakarta, Indonesia)*

- Engaged in an immersive online exchange program focused on entrepreneurship, exploring global business concepts and cultural perspectives in a virtual learning environment.
  - Applied theoretical knowledge to real-world scenarios through online projects and presentations, showcasing innovative entrepreneurial solutions in a digital format.
  - Collaborated with peers from Indonesia through online platforms, exchanging ideas and insights on entrepreneurship in a multicultural context.
- 

## ADDITIONAL INFORMATION

### *Language Proficiency*

Bahasa Melayu | (Excellent) , English | (Intermediate) , Arabic | (Basic)

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## REFERENCES

**NURUL AIN BINTI MUSTAKIM**

Senior Lecturer

Email: ainmustakim@uitm.edu.my

### 3.0 COMPANY'S PROFILE



#### COMPANY NAME

Panasonic Manufacturing Malaysia Berhad (PMMA)

#### LOCATION

- **PLANT SA1**

No. 3 Jalan Sesiku 15/2, Seksyen 15, 40200 Shah Alam, Selangor

- **PLANT SA2**

No. 9 Jalan Pelabur 23/1, Seksyen 23, 40300 Shah Alam, Selangor

Panasonic has a significant presence in Malaysia, with operations in various states. However, it's important to note that these are separate entities under the Panasonic brand, each functioning as distinct companies with their own management and operations.

One of the key entities is Panasonic Malaysia Sdn. Bhd., based in Petaling Jaya, which handles sales, marketing, and after-sales service for various Panasonic consumer products, including home appliances, air-conditioners, and lighting solutions. In the manufacturing sector, Panasonic Appliances Air-Conditioning Malaysia Sdn. Bhd., located in Shah Alam, specializes in producing room air-conditioners, heat pumps, and compressors for global distribution. Additionally, Panasonic Appliances R&D Centre Asia Pacific Sdn. Bhd. supports research and development activities for Panasonic's appliance manufacturing across the Asia-Pacific region.

Another major entity is Panasonic Manufacturing Malaysia Berhad (PMMA), which operates exclusively in Shah Alam, Selangor, with two plants SA1 and SA2. PMMA is involved in manufacturing home appliances under the Panasonic brand. Currently, I am undertaking my internship at PMMA's SA1 plant in Section 15, gaining valuable experience in this renowned manufacturing environment.



**VISION**

- A top global company by pursuing the management objectives of realizing a ubiquitous networking society and coexisting with the global environment through cutting edge technologies.

**MISSION**

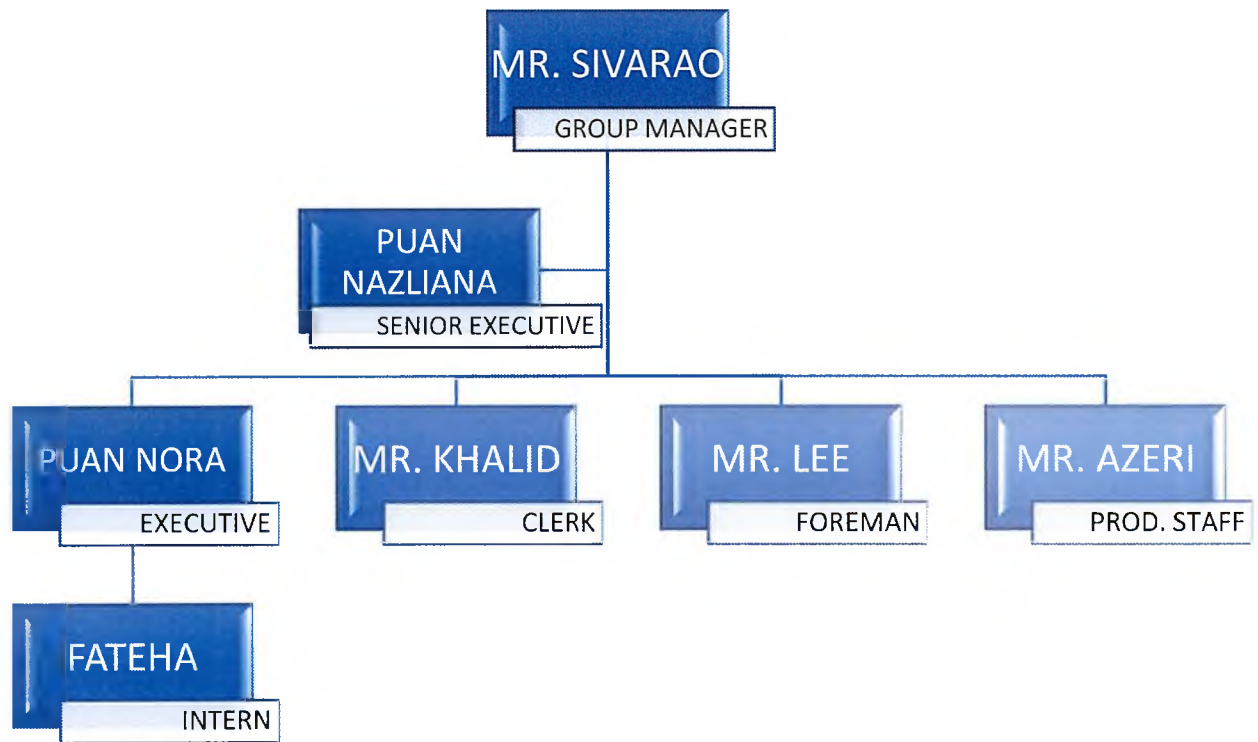
- We strive for the creation of new values, by pursuing user-friendliness and accomplishing a high-tech mindset, driven by challenging spirits and full speed of actions.

**OBJECTIVE GOALS**

Recognizing our responsibilities and industrialists, we will devote ourselves to the progress and the development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.

#### 4.0 ORGANIZATIONAL CHART

##### GENERAL ADMIN DEPARTMENT



## 5.0 PRODUCT AND SERVICES

Panasonic Manufacturing is a globally renowned electrical manufacturer, offering a wide range of products that bring convenience and innovation to homes and businesses alike. Established in 1918 by Matsushita Kanosuke, the company has maintained its reputation and success for over a century, continuing to thrive in 2024. Over the years, Panasonic has produced numerous essential electronic appliances, such as fans, TVs, refrigerators, irons, washing machines, vacuums, home showers, and ventilating fans.

Panasonic Manufacturing Malaysia Berhad (PMMA), a key division of Panasonic, is integral to the production of these appliances. PMMA operates with a strategic plant structure that specializes in the production of specific product lines. For instance, Plant SA1 is dedicated to manufacturing home showers, steam irons, and dry irons, which cater to the everyday needs of households. These products reflect PMMA's commitment to improving domestic comfort and efficiency through innovative technology.

On the other hand, Plant SA2 focuses on producing vacuum cleaners, ceiling fans, and electric fans. These products play a vital role in ensuring cleanliness and comfort for both homes and businesses. By streamlining production in separate plants, PMMA can maintain high-quality standards and optimize manufacturing processes tailored to each product type.

### • SA1



HOME SHOWER



STEAM IRON



DRY IRON

### • SA2



VACUUM CLEANER



CEILING FAN



ELECTRIC FAN

## **6.0 TRAINING'S REFLECTION**

### ***DURATION:***

- **Specific date:** 12 August 2024 – 24 January 2025
- **Working day:** Monday - Friday
- **Working time:** 8:00 a.m. – 5:10p.m.

### ***DEPARTMENT:***

According to the department chart shown in the company profile section, I was assigned to the General Admin under Human Resource Department during my internship at Panasonic Manufacturing Malaysia Berhad. My official training supervisor, Mrs Nora Md Arshat, is the Executive General Admin. I am placed under general admin in this department. This department oversees matters that consist of administrative tasks and responsibilities within an organization.

### ***ROLES, RESPONSIBILITIES TASK***

My main role in this section is to support or assist executives with any basic tasks, such as:

- Timekeeping and attendance tracking
- Filing and documentation
- Data entry
- Coordinating Inventory arrangement
- Assisting with HR tasks

## ***TRAINING REFLECTION***

### **DAILY TASKS**

As an intern in the General Administration department at Panasonic Manufacturing Malaysia Berhad (PMMA), I am responsible for several tasks that ensure the smooth functioning of the organization. One of my primary duties is maintaining time and attendance records, which must be completed before the 20th of every month. This includes keeping accurate records of attendance and punctuality for all personnel. Additionally, I am tasked with creating guarantee letters for hospitalization when needed, providing staff with necessary documentation for medical purposes. My daily responsibilities also involve data entry activities to ensure that our databases are accurate and up to date.



## **WEEKLY TASKS**

Throughout the week, I perform various administrative duties to support the department. On Mondays and Wednesdays, I handle the distribution of uniforms to employees and provide briefings for new staff to ensure that everyone is appropriately dressed and informed. Where necessary, I charge employees for uniforms and monitor related expenses. On Fridays, I focus on filing and documenting all weekly events to ensure everything is organized and updated systematically.

## **MONTHLY TASKS**

My monthly responsibilities are more structured and include several key activities tied to specific dates:

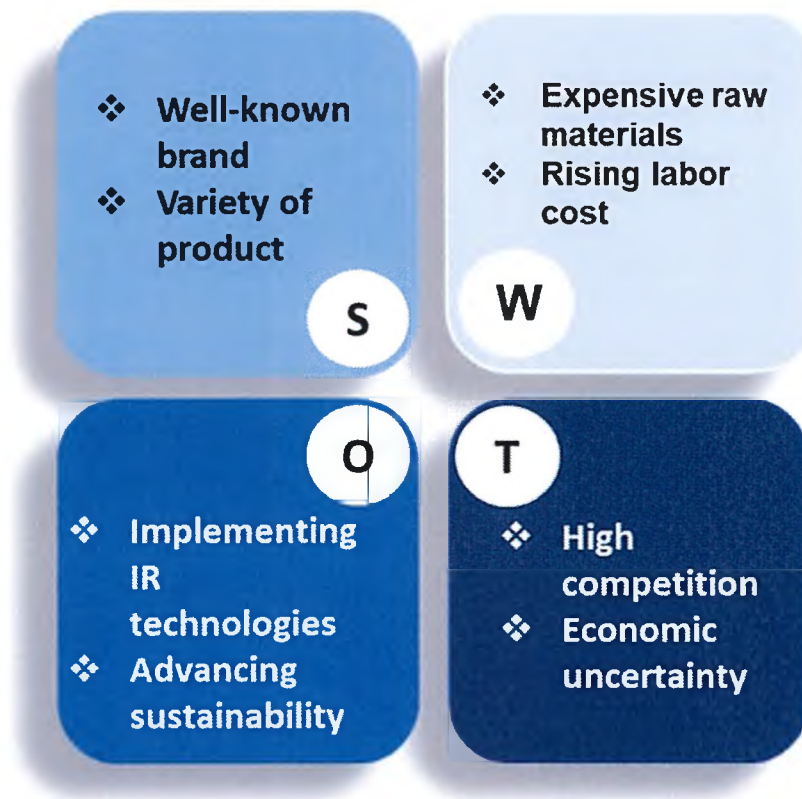
- **15th of the Month:** I prepare medical claims on behalf of the staff, ensuring they are processed and forwarded promptly.
- **20th of the Month:** I process the executive allowance, ensuring that all executive compensation is accurate and submitted on time.
- **27th of the Month:** I perform a uniform inventory check to verify the correct quantities in preparation for the uniform audit.
- **28th and 30th of the Month:** I conduct uniform audits to validate the count and condition of staff uniforms, ensuring they are in proper condition for continued use.

## **LEARNING OUTCOMES**

My internship at PMMA allowed me to gain hands-on experience in human resources and administrative functions. I developed skills in timekeeping and attendance tracking using the TMS System, which improved my attention to detail and accuracy. Through my work with HR Avenue for creating hospital guarantee letters, I enhanced my documentation and organizational skills. Managing staff uniforms through audits, inventory checks, and distribution strengthened my inventory management and communication skills.

Additionally, I contributed to the processing of executive allowances, ensuring precision and timeliness in compensation tasks, which gave me valuable insight into financial administration. Handling medical claims on behalf of staff helped me build customer service and administrative skills. Overall, I improved my multitasking, problem-solving abilities, and familiarity with HR software. These experiences have provided me with a solid foundation in human resources processes, administrative responsibilities, and staff management, all of which are invaluable for a career in HR.

## 7.0 SWOT ANALYSIS



### 7.1 STRENGTH:

#### 7.1.1 WELL-KNOWN BRAND

One of the most significant strengths of Panasonic Manufacturing Malaysia Berhad (PMMA) is its association with the globally recognized brand. Established over a century ago, Panasonic has built a reputation for producing reliable, high-quality, and innovative products, making it a trusted name among consumers worldwide (Smith & Brown, 2023). This legacy of excellence provides PMMA with a strong foundation for market positioning, enabling it to attract a broad customer base and secure long-term loyalty.

In today's competitive business environment, a reputable and well-established brand is a crucial asset. Brand reputation greatly influences consumer purchasing decisions, particularly in the electronics and appliances industry, where consumers prioritize quality and reliability. According to a market analysis by Statista (2022), over 70% of consumers prefer to purchase from established brands due to the assurance of product reliability and customer service. Panasonic's reputation for customer-focused innovation and its commitment to sustainability further enhances its competitiveness, creating a significant point of

differentiation from competitors such as Samsung, LG, and Haier (Statista, 2022). For PMMA, this strong brand reputation translates into several key advantages. First, it allows the company to charge premium prices for its products. Consumers perceive Panasonic as a high-quality and reliable brand, making them willing to pay a premium compared to lesser-known competitors (Nguyen & Tran, 2020). Second, the brand's global recognition reduces the need for extensive marketing expenditures. The trust and familiarity associated with Panasonic naturally attract consumers, making PMMA's marketing campaigns more effective and cost-efficient. Lastly, the strong brand presence facilitates market expansion, as Panasonic's global equity enables PMMA to enter new geographical regions and diversify its product offerings with minimal resistance from consumers or partners.

PMMA significantly benefits from the trust and loyalty that consumers associate with the Panasonic brand. This trust acts as a competitive advantage, particularly when PMMA introduces new products or enters new markets. For instance, Panasonic's reputation for energy-efficient and innovative home shower has bolstered PMMA's sales in the home appliance sector. Consumers are more likely to try new products under the Panasonic name because they associate the brand with quality and reliability (Kumar et al., 2022). Panasonic's long-standing reputation also fosters customer retention. Loyal customers often prioritize Panasonic products over competitors' offerings, even when alternatives may be cheaper. This loyalty is particularly critical in the electronics and home appliances industries, where customer retention can significantly impact long-term profitability. Research by Forbes (2023) highlighted Panasonic as one of the top 20 most trusted brands globally, further reinforcing its reputation and customer loyalty.

The global recognition of the Panasonic brand allows PMMA to capitalize on opportunities for expansion, both geographically and within new product categories. By leveraging the brand's reputation, PMMA can establish strong partnerships with distributors and retailers, ensuring premium placement for its products in high-demand areas. This is especially evident in PMMA's recent push into ventilating fan systems and energy-efficient appliances, which align with Panasonic's reputation for innovation and sustainability (The Star, 2023). Additionally, the brand's equity supports PMMA's efforts to collaborate with other stakeholders in the value chain. Panasonic's name opens doors for strategic partnerships with suppliers, technology developers, and other businesses, enabling PMMA to enhance its operational efficiency and product development. For example, Panasonic's partnership with Tesla to supply advanced battery technology showcases the brand's ability to attract high-profile collaborations, a benefit that extends to all its subsidiaries, including PMMA (Reuters, 2022).

PMMA benefits significantly from the marketing efficiency afforded by Panasonic's global reputation. Unlike smaller competitors, which must invest heavily in building brand awareness, PMMA can focus its marketing efforts on highlighting product features and sustainability initiatives. This not only reduces costs but also enhances the effectiveness of its campaigns. For instance, Panasonic's Green Impact initiative, which promotes eco-friendly and sustainable practices, resonates strongly with environmentally conscious consumers and further strengthens PMMA's market position (Panasonic, 2023).

In conclusion, Panasonic Manufacturing Malaysia Berhad (PMMA) thrives on the strength of the globally recognized Panasonic brand. This trusted reputation enables PMMA to command premium pricing, achieve cost-effective marketing, and foster strong customer loyalty. The brand's global recognition supports market expansion, strategic partnerships, and alignment with consumer preferences for innovation and sustainability. Leveraging Panasonic's legacy of quality and reliability, PMMA is well-positioned to sustain growth and remain competitive in the electronics and home appliances industry.



### **7.1.2 VARIETY OF PRODUCT**

A diverse product portfolio is a critical strength for manufacturers in the competitive electronics industry. According to Chen, Chen, Wang, and Li (2022), companies with a broad product range are better positioned to adapt to changing market demands and maintain stable revenue streams. PMMA exemplifies this strategy through its extensive range of home appliances, electronics, and industrial products (Panasonic Manufacturing Malaysia Berhad, 2022). This diverse product portfolio allows PMMA to address the varied needs of both consumers and businesses, enhancing its resilience to market fluctuations, building diversified revenue streams, and fostering strong customer loyalty (Panasonic Group of Companies in Malaysia, 2022).

A diverse product portfolio is a significant competitive advantage for any manufacturing company, especially in a highly competitive industry like electronics and appliances. A wide variety of products allows a company to cater to different market segments, adapt to evolving consumer preferences, and create multiple revenue streams. This strategy underpins its business success in several ways which are meeting diverse consumer needs, risk mitigation and increased market penetration. PMMA strategically offers a broad spectrum of products, including vacuum cleaners, ceiling fans, electric irons, and other household appliances, to effectively address the varied preferences of distinct consumer demographics. This diversified product range enables PMMA to cater to middle-income households by providing practical, durable, and affordable solutions that align with its demand for cost-effective and reliable appliances (Ceba Solutions, n.d.). Additionally, PMMA appeals to affluent customers by offering advanced, feature-rich appliances designed for enhanced convenience and luxury, thereby capturing a segment of the market seeking premium products. Furthermore, PMMA serves industrial and business clients through its specialized equipment offerings, meeting the specific requirements of these sectors. This comprehensive approach not only broadens PMMA's market reach but also enhances customer satisfaction across various segments (Ceba Solutions, n.d.).

Furthermore, a diversified product portfolio is instrumental in reducing a company's reliance on a single product line, thereby mitigating risks associated with market-specific downturns. For PMMA, this diversification acts as a buffer against fluctuations in consumer demand. During economic downturns, consumers often reduce spending on luxury items but continue to purchase essential household appliances such as ceiling fans and electric irons (Ceba Solutions, n.d.). This consistent demand for essential products ensures that PMMA maintains steady revenue streams, providing financial stability even amidst volatile market

## **7.2 WEAKNESSES**

### **7.2.1 HIGH OPERATIONAL COST**

PMMA faces a significant weakness in the form of high operational costs. This issue is attributed to three primary factors such as expensive raw materials and rising labor costs. High production costs not only affect profit margins but also hinder PMMA's ability to compete effectively in a price-sensitive global market. Following are the discussion relates to two main issues contribute to the high-cost production faces by PMMA.

Expensive raw materials are a big internal challenge for Panasonic Manufacturing Malaysia Berhad (PMMA). They affect the company's profits and competitiveness. The costs of important materials like steel, copper, aluminium, and plastics are influenced by global market trends and supply chain issues. Internal problems, such as operational inefficiencies and a high reliance on these materials, make the impact of price changes even worse (The Malaysian Reserve, 2021). The growing focus on sustainability has also made it harder for PMMA to get raw materials. The company wants to be environmentally responsible, so it is using eco-friendly materials like recycled plastics and low-carbon steel. While these choices help with long-term sustainability goals, they often cost more because they require advanced technologies (Hong Leong Investment Bank, 2022). Consequently, these factors increase production costs, lower profit margins, and make it harder for PMMA to keep prices competitive in the market. Additionally, PMMA needs to balance being cost-effective with being environmentally responsible. This adds more complexity to managing raw material costs. The company's efforts to use sustainable materials may affect profits in the short term, even though they aim for long-term benefits (MIDF Research, 2022).

Rising labor costs are a significant challenge for PMMA, contributing to high production expenses. These costs include wages, benefits, training, and compliance with labor laws. The company faces major challenges due to increasing labor costs, primarily driven by the need to hire more employees to meet production demands. As production scales up, PMMA incurs substantial expenses in salaries and wages, which greatly impact its operational costs and profit margins (HLIB Research, 2022). To maintain production efficiency and uphold quality standards, PMMA must invest in extensive employee training programs. While these training initiatives are essential for improving employee skills, they come at a high financial cost, further straining the company's resources (MIDF Research, 2022). Additionally, retaining skilled employees requires PMMA to offer competitive wages and benefits, adding to its financial burden (The Edge Malaysia, 2022). The high labor costs, combined with the need for

continuous training and employee benefits, reduce PMMA's profitability and weaken its competitive position in the manufacturing sector.

In conclusion, PMMA struggles with high operational costs mainly due to expensive raw materials and rising labor costs. The need for costly materials and sustainable practices increases production expenses and lowers profits. Additionally, higher labor costs from hiring and training employees add to the financial burden. These issues make it hard for PMMA to compete in a market where prices are particularly important. It is essential for PMMA to find ways to manage these costs while still ensuring quality and sustainability.

## **7.3 OPPORTUNITY**

### **7.3.1 IMPLEMENTING IR TECHNOLOGIES**

The rise of the Fourth Industrial Revolution (IR 4.0) has created significant opportunities for manufacturing companies worldwide, including PMMA. IR technologies, such as automation, Internet of Things (IoT), big data analytics, and artificial intelligence (AI), are reshaping the manufacturing sector, enhancing productivity, and improving cost-efficiency. PMMA, with its position as a leading player in consumer electronics and home appliances, can leverage these technologies to address its weaknesses, adapt to competitive pressures, and prepare for future challenges.

PMMA has already begun integrating elements of IR 4.0 into its operations, reflecting the company's commitment to staying competitive in an increasingly digitized market. For instance, the company has adopted automation in its assembly lines, reducing manual labor and enhancing production accuracy. According to PMMA's Annual Report (2023), these measures have improved productivity and operational efficiency, allowing the company to better meet customer demands while reducing production lead times. Additionally, PMMA has shown interest in IoT-enabled devices, which facilitate real-time monitoring of equipment and predictive maintenance, minimizing machine downtime and production delays (Panasonic Manufacturing Malaysia Berhad, 2023). The use of big data analytics is another area where PMMA has made strides. By analyzing production data, the company can optimize resource allocation, improve supply chain management, and forecast demand with greater accuracy. AI has also played a role in quality assurance, with advanced systems capable of detecting defects in products at an early stage, reducing waste and ensuring higher customer satisfaction.

The adoption of IR 4.0 technologies has a transformative impact on PMMA's business. Firstly, these technologies significantly enhance cost-efficiency. Implementing automation streamlines production processes by reducing manual intervention, leading to increased output consistency and a decrease in human errors. This shift not only enhances product quality but also reduces labor costs, as automated systems can operate continuously without fatigue (IBM, n.d.). Utilizing IoT-enabled predictive maintenance allows for real-time monitoring of equipment health, enabling proactive interventions that minimize unplanned downtime and reduce maintenance costs. This approach ensures machinery operates at optimal efficiency, extending its lifespan and reducing repair expenses (RGBSI Blog, n.d.). Leveraging big data analytics facilitates informed decision-making, optimizing resource allocation, reducing material wastage, and improving inventory management. By analyzing



data from various stages of production, PMMA can identify inefficiencies and implement strategies to enhance productivity (RGBSI Blog, n.d.).

Secondly, IR 4.0 strengthens PMMA's competitive position. Employing AI for demand forecasting provides PMMA with a transformative tool to enhance its inventory management and market responsiveness. AI-driven demand forecasting leverages advanced algorithms and historical sales data to predict future customer needs with high precision (Oracle, 2022). By accurately anticipating demand fluctuations, PMMA can align its production schedules and inventory levels, reducing the risks of overstocking or stockouts (Deloitte, 2023). This ensures that products are readily available when customers need them, improving overall customer satisfaction and fostering brand loyalty (McKinsey & Company, 2022).

Lastly, implementing IR 4.0 aligns PMMA with global sustainability goals, which is increasingly important for consumers and stakeholders. Integrating IoT and AI technologies helps PMMA optimize energy usage, reducing consumption and supporting environmental sustainability objectives. IoT systems enable real-time monitoring and control of energy use, identifying inefficiencies like idle machinery or excessive lighting, while AI analyzes energy patterns to implement proactive energy-saving measures. Predictive maintenance powered by IoT ensures machinery operates efficiently, minimizing energy waste (MDPI, 2023). This approach lowers operational costs, reduces carbon emissions, and aligns with global sustainability goals, enhancing PMMA's brand image and attracting sustainability-focused consumers and investors (MDPI, 2023).

In conclusion, the integration of IR 4.0 technologies presents PMMA with transformative opportunities to enhance productivity, cost-efficiency, and competitiveness. Through automation, IoT, big data analytics, and AI, PMMA can streamline operations, reduce costs, and improve product quality, while also aligning with global sustainability goals. These technologies position PMMA to better address market demands, anticipate future challenges, and strengthen its competitive edge in the manufacturing sector. By embracing IR 4.0, PMMA is not only future-proofing its operations but also reinforcing its commitment to innovation and sustainability, ensuring long-term growth and success.

### **7.3.2 ADVANCING SUSTAINABILITY**

Sustainability has become a key focus for businesses worldwide, serving as both a necessity for environmental responsibility and an opportunity for long-term success. For PMMA advancing sustainability presents a transformative pathway to optimize operations, reduce costs, and strengthen its market position. This opportunity is observed through PMMA's concrete efforts in renewable energy adoption, energy-efficient technologies, and waste reduction strategies, aligning with global sustainability standards and consumer expectations.

PMMA has taken substantial steps toward sustainability by incorporating renewable energy into its operations. In 2024, the company launched a solar panel installation project at its manufacturing facilities, producing approximately 386.83 MWh of renewable energy annually and reducing carbon emissions by an estimated 256.5 tons per year (Panasonic Manufacturing Malaysia Berhad, 2024). This initiative aligns with Panasonic's broader GREEN IMPACT strategy, which targets carbon neutrality by 2050. The adoption of renewable energy not only mitigates environmental impact but also helps PMMA reduce its dependence on fossil fuels, a critical factor given the volatility of global energy markets. Renewable energy sources like solar power provide long-term cost stability, enabling the company to hedge against fluctuating electricity tariffs and rising energy costs. According to the Federation of Malaysian Manufacturers (FMM, 2023), transitioning to sustainable energy sources can lead to significant cost savings, particularly for energy-intensive industries like electronics manufacturing.

Waste reduction is another critical pillar of PMMA's sustainability strategy. The company has implemented recycling programs and adopted circular economy principles to minimize production waste. By reusing materials and reducing waste sent to landfills, PMMA reduces environmental harm and enhances resource efficiency. These efforts resonate with global trends toward sustainable manufacturing, where minimizing waste is increasingly seen as a competitive advantage. A report by the World Economic Forum (2021) highlights that companies adopting circular economy models can save costs while gaining access to new revenue streams through recycling and repurposing initiatives. For PMMA, these practices not only lower operational costs but also position the company as a leader in sustainable manufacturing within Malaysia and the broader Southeast Asian region.

The impact of PMMA's sustainability initiatives is multifaceted, encompassing financial, operational, and reputational benefits. Firstly, the adoption of renewable energy and energy-

efficient technologies contributes to significant cost savings. By lowering dependency on fossil fuels and stabilizing energy expenses, PMMA enhances its profitability and reduces exposure to energy market fluctuations. These cost reductions enable the company to reinvest in other areas, such as research and development or workforce training, further enhancing its competitive edge (FMM, 2023).

Reputationally, PMMA's sustainability efforts strengthen its brand image among stakeholders, including consumers, investors, and partners. As environmental awareness grows, businesses that prioritize sustainability are more likely to attract environmentally conscious customers and gain favor with investors seeking to support companies with strong ESG (Environmental, Social, and Governance) credentials. This enhanced reputation opens doors for PMMA to collaborate with like-minded partners, secure long-term contracts, and explore new market opportunities (World Economic Forum, 2021).

In conclusion, advancing sustainability offers Panasonic Manufacturing Malaysia Berhad a transformative opportunity to enhance its operational efficiency, reduce costs, and strengthen its market position. Through renewable energy adoption and waste reduction initiatives, PMMA not only addresses environmental challenges but also reaps significant business benefits, ensuring long-term success in a competitive manufacturing landscape.

## **7.4 THREAT**

### **7.4.1 HIGH COMPETITION**

High competition is an inevitable challenge for companies operating in the globalized manufacturing industry. For PMMA the competitive landscape is shaped by local and international players offering a wide range of products, often at highly competitive prices. The entry of multinational corporations into Malaysia, coupled with advancements in technology and changing consumer preferences, has intensified this competition.

The consumer electronics industry is characterized by rapid technological advancements and shifting consumer preferences. PMMA competes not only with local manufacturers but also with global giants such as Samsung, LG and Haier, which dominate the market with their extensive product offerings and substantial marketing budgets (Statista, 2024). These competitors often leverage aggressive pricing strategies and advanced marketing techniques to attract cost-sensitive consumers, posing a challenge for PMMA's pricing structure and profit margins. The proliferation of low-cost alternatives in the market has made it increasingly difficult for PMMA to maintain its pricing power. As consumers become more price-conscious, they may opt for cheaper options that offer similar functionalities. This trend is particularly evident in the home appliance segment, where numerous brands compete on price rather than quality (RSM US, 2023). The presence of counterfeit products further complicates matters, as these low-quality imitations can damage PMMA's brand reputation while attracting price-sensitive consumers away from genuine products.

High competition within the consumer electronics industry is evident in several ways for PMMA. Firstly, the presence of numerous local and international brands vying for market share creates a crowded marketplace where price competition is fierce. Competitors often leverage aggressive pricing strategies to attract cost-sensitive consumers, making it difficult for PMMA to maintain its pricing power. For instance, as reported by HLIB Research (2023), PMMA has faced challenges in sustaining its market share due to the competitive pricing of similar products offered by rivals. Additionally, PMMA's recent financial performance reflects the pressures exerted by competition. In its financial results for FY2024, PMMA reported a revenue decline of 8.7% compared to the previous year, indicating that competitive pressures have begun to impact sales negatively (Yahoo Finance, 2024). This decline can be attributed to several factors, including reduced imported raw materials and the discontinuation of certain product lines, such as kitchen appliances. The competitive landscape has compelled PMMA to reassess its product



offerings and market strategies. Moreover, the introduction of low-cost alternatives in the market has further intensified competition. Many consumers are now more inclined to purchase cheaper products that offer similar functionalities, which can erode PMMA's customer base. The presence of counterfeit products also poses a threat, as these low-quality imitations can damage PMMA's brand reputation while attracting price-sensitive consumers away from genuine products (Statista, 2024).

The impact of high competition on PMMA's business operations is multifaceted. Firstly, it affects the company's pricing strategy and profit margins. With competitors offering similar products at lower prices, PMMA may be forced to reduce its prices to remain competitive. This price reduction can lead to diminished profit margins, making it challenging for the company to cover its high production costs associated with imported materials (HLIB Research, 2023). Secondly, high competition necessitates increased investment in marketing and promotional activities. To differentiate itself from competitors, PMMA must allocate resources towards advertising and brand-building initiatives. As noted by RSM US (2023), manufacturers are under pressure to enhance their marketing strategies to capture consumer attention in a saturated market. This increased spending can strain financial resources and impact overall profitability. Furthermore, competition drives innovation within PMMA. To maintain its competitive edge, the company must continuously invest in research and development (R&D) to introduce new features and technologies that meet evolving consumer demands (Kumar et al., 2022). While innovation is essential for staying relevant in a competitive landscape, it also requires significant financial investment and resources.

In conclusion, high competition presents significant challenges for Panasonic Manufacturing Malaysia Berhad (PMMA), impacting its pricing strategies, profit margins, and market share. The presence of local and international competitors, coupled with the availability of low-cost alternatives and counterfeit products, intensifies the competitive pressures. While these challenges necessitate increased investments in marketing, R&D, and innovation, they also provide an opportunity for PMMA to differentiate itself by focusing on quality, brand reputation, and meeting evolving consumer demands. To thrive in this competitive landscape, PMMA must adapt its strategies and leverage its strengths to remain relevant and resilient.

#### **7.4.2 ECONOMIC UNCERTAINTY**

PMMA faces significant challenges due to economic uncertainty, which poses a substantial threat to its operations, growth prospects, and overall business performance. Economic uncertainty is a complex and multifaceted threat that encompasses numerous factors affecting PMMA's business environment. These factors include geopolitical concerns, inflation, interest rate fluctuations, and market volatility. As stated in PMMA's annual report, the company acknowledges the "uncertainties in both macro and micro economies, triggered by geopolitical concerns, inflation and rate hikes" (The Star, 2023). This recognition underscores the pervasive nature of economic uncertainty and its potential to disrupt PMMA's operations and strategic planning.

One of the most critical challenges PMMA faces is the volatility in supply chains and material costs. Global disruptions, often driven by geopolitical tensions and inflationary pressures, have led to unpredictable fluctuations in the cost and availability of raw materials. For a manufacturing company like PMMA, which relies heavily on imported components, these fluctuations translate into rising operational costs and reduced profitability. PMMA has reported that it is actively managing these disruptions, implementing strategies to address material cost challenges and stabilize production processes (The Star, 2023). However, these measures require substantial effort and resources, further straining the company. Rising material costs also place PMMA in a difficult position, forcing the company to absorb some of these costs or pass them on to consumers, both of which can negatively impact its market position.

Another significant issue is the effect of economic uncertainty on PMMA's pricing strategies. Inflation and fluctuating foreign exchange rates have caused a rise in production costs, including energy and labor expenses. While PMMA may be compelled to increase prices to protect its margins, doing so risks alienating cost-sensitive consumers. In the highly competitive consumer electronics market, where numerous competitors offer similar products at lower prices, price increases could result in a loss of market share. This challenge is particularly acute in segments such as home appliances, where many consumers prioritize affordability over brand loyalty (Statista, 2024). Moreover, PMMA faces competition from counterfeit products, which not only undercut its pricing but also damage its brand reputation by luring away price-sensitive customers.

Economic uncertainty also complicates PMMA's ability to plan and invest in long-term growth strategies. The company's cautious approach to growth reflects the difficulties of

making significant strategic decisions amid economic volatility. For example, while PMMA has outlined plans to expand its product offerings, it remains hesitant to fully commit to these initiatives due to the unpredictable nature of the market (The Star, 2023). This cautious stance is understandable, as poor timing or misaligned investments could result in significant financial losses. However, such hesitation may limit PMMA's ability to innovate and respond to changing consumer demands, potentially leaving the company vulnerable to more agile competitors who can capitalize on emerging market opportunities.

The fiscal impact of economic uncertainty is evident in PMMA's recent performance. Economic uncertainty can adversely affect revenue streams, complicating efforts to maintain financial stability. The pressure to manage costs while navigating reduced income forces PMMA to make difficult choices, such as scaling back product lines or delaying new investments. These challenges directly impact the company's ability to sustain its growth trajectory. Rising interest rates and inflation have further exacerbated PMMA's challenges by increasing borrowing costs and operational expenses. These financial pressures not only affect the company's day-to-day activities but also limit its ability to invest in research and development (R&D). R&D is critical for PMMA to remain competitive in the rapidly evolving electronics industry, as it allows the company to introduce innovative features and technologies that meet shifting consumer expectations. However, with limited resources, PMMA may struggle to allocate adequate funds toward R&D, which could hinder its ability to differentiate itself in a saturated market (HLIB Research, 2023).

In conclusion, economic uncertainty poses a multifaceted and enduring challenge for Panasonic Manufacturing Malaysia Berhad. From volatile supply chains and rising material costs to constrained financial resources and cautious growth strategies, PMMA must navigate an increasingly complex and unpredictable landscape. These challenges not only affect the company's immediate operations but also influence its long-term competitiveness and ability to adapt to changing market conditions. As the economic environment continues to evolve, PMMA will need to adopt innovative strategies and maintain a focus on efficiency to remain resilient and sustainable in the face of these ongoing challenges.

## 8.0 RECOMMENDATIONS:

### STRENGTH, WEAKNESSES, OPPORTUNITIES AND THREATS

TOWS Matrix	OPPORTUNITIES	THREATS
<b>STRENGTHS</b>	<b>Brand Reputation</b> <ul style="list-style-type: none"> <li>- Leverage Panasonic's global recognition to enter premium markets and introduce IoT-enabled appliances.</li> <li>- Promote eco-friendly products under the "Green Impact" initiative to attract environmentally conscious consumers.</li> </ul>	<b>Differentiate Through Quality (Counterfeit product)</b> <ul style="list-style-type: none"> <li>- Highlight Panasonic's commitment to quality and sustainability to justify premium pricing.</li> <li>- Expand services like warranties and maintenance to enhance customer loyalty.</li> </ul>
<b>WEAKNESSES</b>	<b>Reduce Production Costs</b> <ul style="list-style-type: none"> <li>- Implement automation and AI to improve efficiency and cut labor costs.</li> <li>- Increase use of renewable energy sources to lower energy expenses.</li> <li>- Localize supply chains to reduce reliance on imports.</li> </ul>	<b>Focus on Innovation</b> <ul style="list-style-type: none"> <li>- Invest in R&amp;D to develop unique product features that stand out in the market.</li> <li>- Avoid price wars; emphasize value rather than competing solely on price.</li> <li>- Strengthen supply chain resilience through dual sourcing and regional partnerships.</li> </ul>

#### STRENGTHS:

One of PMMA's most notable strengths is its association with the globally recognized Panasonic brand, renowned for quality, innovation, and reliability. To sustain and expand this strength, PMMA should focus on leveraging the brand's reputation to enter premium product segments. Introducing innovative, high-end products like Internet of Things (IoT)-enabled appliances will reinforce Panasonic's image as a leader in quality and technological advancement. Furthermore, PMMA should use its strong brand reputation to enter new markets, especially in developing countries. By working with local distributors and adapting marketing strategies to fit regional preferences, PMMA can reach more customers while keeping its brand strong.

Another critical area for sustaining this strength lies in aligning the Panasonic brand with sustainability initiatives. With growing consumer awareness of environmental issues, PMMA can enhance its market position by promoting eco-friendly and energy-efficient products under Panasonic's "Green Impact" initiative. This strategy will not only strengthen

consumer trust but also attract environmentally conscious investors and stakeholders, ensuring long-term growth.

### **WEAKNESSES:**

High production costs are a significant challenge for PMMA, driven by factors such as expensive raw materials, rising labor costs, and high energy consumption. To address this weakness, PMMA should adopt automation and advanced manufacturing technologies. Robotics and AI-driven production systems can reduce labor dependency, improve efficiency, and minimize errors, leading to significant cost savings over time. Additionally, PMMA should expand its reliance on renewable energy sources. By increasing solar panel installations and exploring other green energy options, the company can offset rising energy tariffs and reduce operational costs.

Localization of supply chains is another crucial step in mitigating high production costs. PMMA should identify regional suppliers for raw materials, reducing the dependency on imports and minimizing risks associated with global supply chain disruptions. Furthermore, implementing lean manufacturing practices will help optimize processes, reduce material waste, and enhance productivity across production lines, contributing to overall cost-efficiency.

### **OPPORTUNITY:**

The rise of Industry 4.0 presents PMMA with transformative opportunities to enhance productivity and competitiveness. The company should focus on the full integration of IoT and artificial intelligence (AI) into its product offerings and manufacturing processes. By equipping appliances with smart features such as remote control, predictive maintenance, and real-time monitoring, PMMA can meet the demands of modern consumers seeking convenience and advanced functionalities.

Leveraging big data analytics will further enable PMMA to optimize inventory management and anticipate demand trends. This capability ensures better resource allocation and prevents issues like overproduction or stockouts, thereby enhancing operational efficiency. The potential outcomes of these initiatives include increased cost savings, stronger customer satisfaction, and elevated market share through differentiated products and services.

### **THREAT:**

High competition is an ongoing threat to PMMA, stemming from local and international players offering low-cost alternatives and counterfeit products. To address this challenge, PMMA should emphasize differentiation through quality and sustainability. Marketing campaigns that highlight Panasonic's commitment to superior craftsmanship, innovation, and eco-friendly practices can justify premium pricing and attract a loyal customer base.

Expanding service offerings is another strategy to mitigate competitive pressures. By providing value-added services such as extended warranties, repair packages, and periodic maintenance, PMMA can enhance customer satisfaction and foster long-term loyalty. These services not only create additional revenue streams but also strengthen the brand's reputation for reliability and customer focus.

Innovation is key to staying ahead in a competitive landscape. PMMA must prioritize investments in research and development (R&D) to introduce innovative features and technologies that set its products apart. Partnering with technology firms can help PMMA share R&D risks and costs while accelerating innovation. For example, collaborating with software companies to integrate AI capabilities into appliances can result in unique product features that competitors may lack.

When managing threats, PMMA should adopt a balanced approach. Avoiding direct price wars with low-cost competitors is essential, as this can erode profit margins. Instead, the company should focus on value differentiation and innovation. For threats like supply chain disruptions, PMMA should enhance its resilience by adopting dual sourcing strategies and building regional supplier networks. These measures will reduce dependence on single suppliers and minimize the impact of global events on production schedules.



## 9.0 CONCLUSION

My internship at Panasonic Manufacturing Malaysia Berhad (PMMA) has been a valuable learning experience. It gave me hands-on exposure to administrative and HR tasks, such as timekeeping, attendance tracking, data entry, and document management. I also improved my teamwork, communication, and problem-solving skills while working with experienced professionals.

This report includes a SWOT analysis of PMMA, highlighting its strengths, weaknesses, opportunities, and threats. PMMA benefits from its strong brand reputation, a wide range of products, and a focus on innovation and sustainability. These strengths help the company gain customer trust, charge higher prices, and expand into new markets. However, PMMA also faces challenges like high production costs, expensive raw materials, rising labor and costs. These issues reduce profits and make it harder to compete. In addition, external threats, such as strong competition from brands like Samsung, LG, and Haier, as well as economic uncertainties, create further risks.

To stay successful, PMMA should take steps to reduce costs and improve efficiency. The company can use more automation and smart technology in production to lower expenses and improve quality. It should also find local suppliers for raw materials to reduce costs and avoid supply chain problems. Investing in sustainable practices, such as using renewable energy and eco-friendly materials, will also help PMMA attract more customers and investors. PMMA can also grow by entering new markets. Working with local distributors and creating marketing strategies that suit different regions will help expand its customer base. Additionally, developing new products, such as smart home appliances with energy-saving features, will help PMMA stand out from competitors and meet changing consumer needs.

Overall, my internship at PMMA has significantly contributed to my personal and professional development. It has provided me with valuable industry knowledge, practical skills, and a deeper understanding of corporate operations, efficiency, and sustainability in the manufacturing sector. This experience has also reinforced my ability to adapt to dynamic business environments and solve real-world challenges, which will be highly beneficial in my future career.

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## 11.0 APPENDICES

### TURNITIN PERCENTAGE RESULT



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Attended the monthly department meeting



Participated in the meeting for the MPOSH event.



Attended the monthly morning assembly at the canteen



Took part in the planting competition under the Big Sister Programme





Assisted Kak Nora in preparing tea break for the VIP meeting



Attended the MPOSH event, with PMMA as the host for the year





Participated in the Big Sister Dinner and took part in the performance



Coordinated with the cleaning staff to set up the meeting room for the AGM and Audit meetings.





Organized and filed all company confidential documents



Example of a leave form from the security guard to distribute to each department clerk



Conducted a briefing for new staff and interns



Participated in the Panasonic ECO Relay Activity – Beach Cleaning at Pantai Remis.





Celebrated Chinese New Year with the Managing Director



Kak Nora and I on my last day of internship