



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
Kampus Arau

INDUSTRIAL TRAINING REPORT

2024

**KNOWLES
ELECTRONICS (M)
SDN BHD**

4 March – 9 August 2024

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Program:

BA243



PART 1: PRELIMINARY PAGES

EXECUTIVE SUMMARY

All students who took the Bachelor of Business Administration (Hons.) Human Resource (BA243) course are required to complete subject HRM666, the code for Internship subject, in order to graduate. Regarding to that subject, I took my industrial training at Knowles Electronics (M) Sdn. Bhd. Bayan Lepas, Penang. The internship training began on March 4, 2023, and ended on 31 August 2024, for a period of 24 weeks.

Start with the student's profile, followed by the company's profile, which includes name, location, background, vision, mission, objectives, and goals, organizational structure, and product or service. Then continue with Training's reflection in Part 4, followed by SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis with discussion and recommendation on SWOT. Then I closed with a conclusion and a summary of the report I made.

This report focused on the SWOT Analysis that I acquired during my training. For strength, I elaborate on supply product to biggest name of company and a great working environment. For weaknesses, I discuss freeze headcount and no salary increment. For opportunity, I elaborate on the topic of growing hearing aid market and internet of things (IoT). Lastly, for threat, I discuss the market competition and outdated product production.

All the observations and any recommendations to the organization are discussed in detail. For the elaboration, in Part 6, discussion and recommendation, which discussing how I observe the situation in the company, how it impacts the business, and giving recommendations on how the organization can sustain itself, what action is needed, how to take advantage of opportunities, and ways to overcome with threats.

TABLE OF CONTENTS

PART 1: PRELIMINARY PAGES	1
Executive Summary	2
Acknowledgement.....	4
PART 2: STUDENT’S PROFILE	1
PART 3: COMPANY PROFILE	4
3.1 Name, Location, Working Hours and Logo	4
3.2 Vision, Mission, Objective and Goal	5
3.2.1 Vision.....	5
3.2.2 Mission	5
3.2.3 Objective.....	5
3.3 Background of establishment	5
3.4 Organizational structure	6
3.5 Product/services offered	7
PART 4: TRAINING’S REFLECTION	8
4.1 Training’s Duration	8
4.2 Training’s Details	8
4.3 Training’s Gains	9
PART 5: SWOT ANALYSIS	11
PART 6: DISCUSSION AND RECOMMENDATION.....	12
6.1 Strengths.....	12
6.1.1 Great working environment.....	12
6.1.1 Supply product to biggest name of company	12
6.2 Weaknesses	13
6.2.1 Headcount Freeze	13
6.2.1 No salary increment.....	14
6.3 Opportunities	15
6.3.1 Growing Hearing Aid Market.....	15
6.3.2 Internet of Thing (IoT)	16
6.4 Weaknesses	17
6.4.1 Market competition.....	17
6.4.2 Outdated product	18
CONCLUSION.....	19
REFERENCES	20
APPENDICES	22

PART 3: COMPANY PROFILE

3.1 Name, Location, Working Hours and Logo



KNOWLES ELECTRONICS (M) SDN BHD

Knowles Electronics is the original member of the Knowles family of companies. It is located at three different places in Penang. Knowles Electronics Malaysia I (KEM 1) in Bayan Lepas Free Trade Zone, Penang, Knowles Electronics Malaysia II (KEM 2) in Prai Industrial Estate, Penang, Knowles Distribution Sdn. Bhd. (KDM), previously known as Knowles IPC (M) Sdn. Bhd. (KIPC) located at Bayan Lepas International Airport Cargo Complex, Penang and Knowles Electronics Malaysia III (KEM 3) was located in the same building as KEM I.

Knowles Electronics working hours for office staff observe 5 days' work week i.e. Monday to Friday. The reporting time is between 7am to 9am and ending is between 4.30pm to 6.30pm and shift employees will be working on:

Shift	Working Day	Working Hours
Morning	Monday to Saturday	7.00 am to 3.00 pm
Afternoon	Monday to Friday	3.00 pm to 11.00 pm
Night	Monday to Saturday	11.00 pm to 7.00 am
4-crew 2 shift	To follow the calendar given	7am to 7pm and 7pm to 7am

3.2 Vision, Mission, Objective and Goal

3.2.1 Vision

The Premier Acoustics Manufacturing Centre.

3.2.2 Mission

To take pride in providing Best-in-Class Manufacturing Services that creates increasing value for our Customers and Stakeholders. We achieve this through our Excellent Employees and Innovative Technologies.

3.2.3 Objective

All of us at Knowles take great pride in providing our customers with outstanding products and services that reflect our commitment to operational excellence, innovation and market leadership. Our goal is to be the leader in every market we serve to benefit our customers and our shareholders. The collective efforts of our entire organization are centred around five key values which drive our actions every day. The Knowles Values are:

- Collaborative entrepreneurial spirit.
- Winning through our customers.
- High ethical standards, openness and trust.
- Expectations for results.
- Respect and value people.

3.3 Background of establishment

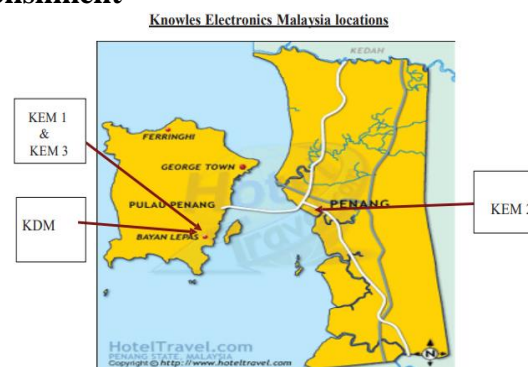


Figure 1: KEM location

Knowles Electronics was founded by Hugh Knowles in 1946 and is located in Illinois, United States. Today, Knowles Electronics is a world-class manufacturer of diversified, technology-driven products, serving a variety of applications and markets. Since its founding in 1946, it