



اوتو سيني تيكنولوغي مارا
UNIVERSITI
TEKNOLOGI
MAR A



Celestica

**BACHELOR OF BUSINESS
ADMINISTRATION (HONS) BUSINESS
MARKETING COMMUNICATION
(BA240)**

**INDUSTRIAL TRAINING REPORT
(MGT666)**

**COMPANY: CELESTICA MALAYSIA
SDN BHD (KULIM)**

**PREPARED BY:
MUHAMMAD KAMEEL BIN AZIZAN**

NO MATRIK : 2022937867

CLASS: KBA2406A

**PREPARED FOR:
SIR MOHAMMAD NIZA BIN MD
NOR**



EXECUTIVE SUMMARY

Celestica Inc. is a leading global provider of manufacturing services and supply chain solutions, primarily serving the technology industry. With headquarters in Toronto, Canada, and operations spanning North America, Asia, Europe, and South America, Celestica employs over 20,000 people worldwide. The company specializes in design, engineering, manufacturing, and supply chain management across various sectors including aerospace, defense, communications, healthcare, and industrial. Celestica is committed to innovation and sustainability, aiming to be the market leader in high-reliability design, production, and supply chain solutions.

Key strengths include advanced technological infrastructure, a global network, and a commitment to sustainability. However, challenges such as supply chain complexity and limited visibility pose significant risks. Opportunities for market expansion and supplier collaboration are significant, while regulatory compliance and intense competition are major threats.

To address these challenges and capitalize on opportunities, Celestica is advised to leverage technology for supply chain visibility, foster strategic partnerships, and focus on sustainability and operational excellence. These strategies will enhance competitiveness and ensure long-term success in the global market.

Table of Content



STUDENT'S PROFILE



**ABOUT COMPANY/ VISION /
MISSION/ ORGANIZATIONAL
STRUCTURE**



TRAINING'S REFLECTION



SWOT & PESTLE



RECOMMENDATION



CONCLUSION



REFERENCES



APPENDICES

3.0 COMPANY BACKGROUND

Celestica is a well-known worldwide supplier of manufacturing services and supply chain solutions, mostly to the technology industry. It was founded in 1994 and has its headquarters in Toronto, Canada. Having started as an IBM spin-off, Celestica employs over 20,000 people globally and has operations in North America, Asia, Europe, and South America. The business serves a variety of markets, including the aerospace, defence, communications, healthcare, and industrial sectors. Its areas of expertise include design, engineering, manufacturing, and supply chain management.

Celestica works together with its clients to deliver high-quality, customised solutions that fulfil the evolving needs of the modern market environment. Celestica is committed to innovation and sustainability. Celestica is the market leader for high-reliability design, production, and supply chain solutions. They collaborate with prominent firms throughout the world to tackle complex technology difficulties and deliver high-quality products. Their experience spans the whole product life cycle, from concept to full-scale manufacturing and after-sales service. Celestica Malaysia employs more than 5000 workers across Kedah, Penang, and Johor. This creative workforce contributes to innovative solutions in a wide range of industries, including aerospace and defence, semiconductor capital equipment, health technology, industrial, and communications. Their activities have a positive impact on many parts of our lives, ranging from faster internet access to breakthroughs in medical treatment. Celestica Malaysia prioritizes sustainability. They foster a company culture that shows a strong dedication to their employees, the environment, and the communities in which they operate. They seek to be responsible partners, taking steps to lessen environmental impact while contributing to the social well-being of the areas in which they operate. Celestica Malaysia's commitment to innovation and big talent pool positions them for long-term success. The company is an essential industry leader to monitor because it contributes considerably to Malaysia's advancement in technology and economic growth.

3.1 VISION, MISSION, OBJECTIVE, GOAL

Celestica's vision, mission, objectives, and goals are all focused around the company's commitment to providing value in the electronics manufacturing services (EMS) market through innovation, operational excellence, and sustainable practices.

Vision : Celestica's vision is to be the trusted global leader in providing innovative supply chain solutions and manufacturing services that enable its customers to succeed in their markets.

Mission: Celestica's mission is to create value for its stakeholders by delivering superior operational performance, innovative solutions, and sustainable practices that drive growth and efficiency for its customers.

Objectives: Customer Satisfaction: Ensuring high levels of customer satisfaction through quality products, timely delivery, and responsive customer service. Innovation : Driving innovation in design, engineering, and manufacturing processes to meet evolving market needs and technological advancement

Goals: Global Expansion: Expanding its global footprint and capabilities to better serve customers in key markets worldwide. Profitability: Achieving sustainable profitability and financial growth through strategic investments and operational efficiencies