



**THE CRITICAL SUCCESS FACTOR OF COMPANY HID GLOBAL  
SDN. BHD. KULAJAYA, JOHOR.**

INDUSTRIAL TRAINING

MKT 672

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2016326827

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AUGUST 2018

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**TABLE OF CONTENT**

3

NO	TITTLE	PAGES
1.	<b>CHAPTER 1 :</b>	
	1.0 Introduction	1
2.	1.1 Background of Study	1-2
3.	1.2 Background of company	2-7
4.	1.3 Problem Statement	7-9
5.	1.4 Research Objectives	9
6.	1.5 Research Question	9
7.	1.6 Scope of Study	9-10
8.	1.7 Significant of Study	10
9.	1.8 Limitation of study	10
11	<b>CHAPTER 2</b>	
12	2.0 Introduction	11
	2.1 CRITICAL SUCCESS FACTOR OF ORGANIZATION – LARGE DEMAND.	11
13	2.2 CRITICAL SUCCESS FACTOR OF ORGANIZATION – DEPENDACY ON SYSTEM	12
14	2.3 CRITICAL SUCCESS FACTOR OF ORGANIZATION – SPACE CONSTRAIN.	13
	2.4 CRITICAL SUCCESS FACTOR OF ORGANIZATION – MACHINE BREAKDOWN	14
	2.5 CRITICAL SUCCESS FACTOR OF ORGANIZATION – COMPETITORS	15
15	<b>CHAPTER 3</b>	
16	3.0 Introduction	16
17	3.1 Research Design	16
	3.2 Source Of Information	16
18	3.3 Secondary Data	17-18
19	3.4 Data Collection Method	18
20	3.5 List Of Interviewers	18

## CHAPTER 1

### INTRODUCTION

#### 1.0 INTRODUCTION

For this section of introduction it is more specific about the background of the study. This chapter will summarize the objective of the study to identify whether the objectives meet the study or not relevant. Furthermore, this chapter also introduce about the company background, problem statement that can be the main issue in the company and for purpose of study.

#### 1.1 BACKGROUND OF THE STUDY

Every organization has their goals to be achieved. The fundamental objective behind any activity embraced in an association administration is the will to achieve success (ALDONA, 2012) In the meantime, we can see every organization racing to meet that goal and more successful than their enemy. Every success is driven by the various factors that result in such success. With the rapid growth number of organization whether from SME'S (Small and Medium enterprise) or from well established organization in Malaysia seems to be interested competed in the market. SMEs (Small and medium enterprise) are one of the most important of improvement of an economy and development of this business part is fundamental to the rising of the economy (Nafukho & Muya, 2010). They advance monetary development and increment a nation's aggressiveness and riches growth (Dobbs and Hamilton, 2007; Franco and Haase, 2010; McLarty et al., 2012),

Behind of that, it must be the reasons of every organization have their own key success factors. As stated by Drucker (2000), the capability of one organization to enlarge in a broader time outlook to accomplishment. R. Caralli (2004) also stated that the key regions of action for objective accomplishment and satisfying the association's central goal. The definitions indicate to find the factors that lead to the successful of organization using the intentional goals Maria (2015).

As we can see factors of key succes factors to organization is brand name. According to Seppo Rainisto (2007) Brands are the reason for long haul accomplishment for firms and associations, and drive significant mergers and acquisitions. Branding is a potential alternative for spots to build up a place with wanted affiliations. Next factors are product differentiation. As indicated by Kotler and Keller (2012) Differentiation is a demonstration of making an arrangement of significant contrasts that maks an organization's offers particular

from their competitors. Move on experimental bits of knowledge into the applicable differentiation in the interrelationship between qualities of strong brand and implementation. Apart from that, Gierszewska, Romanowska (2009) said that during identifying their key success factors they need to remind there should be a imperfect number of them and facilitate the insight of the vision and strategic goals of the organizations. From this study it analyze the critical success factors that might happen to the organization Hid Global Sdn. Bhd. Kulajaya, Johor.

## **1.2 BACKGROUND OF COMPANY**

### **1.2.1 HID Global Sdn. Bhd.**

HID Global Sdn. Bhd is an America company that subsidiary under Assa Abloy group brand. This company is based in Austin, Texas and was formed in 1991 and behind the name is Hughes Identification Devices. Start up their manufacturing in Malaysia since 2005 located at No.2, Jalan I-Park 1/1, Kawasan Perindustrian I-Park, 81000 Kulai, Johor Darul Takzim. This company industry is focus on security industries. Mostly of their product are electronic components. The company are selling physical access control products, logical access control solutions and secure issuance solutions that comprise cards, readers, smart card readers, networked access solutions, card printer/ encoders and software. Its other business segment includes virtualization technology, cashless payment, government ID, RFID for industry and logistics, Animal ID solutions and professional services.

This company have a wide experience in producing a high technology product to the worldwide. Their customer mostly come from various industries such as banking & financial, education, enterprise & corporate, government, healthcare, sports & events and transportation. Other than Malaysia, HID Global also can be found at different countries like Australia, Argentina, Brazil, Canada, China, Czech Republic, Germany, France, Ireland, India, Korea, Japan, Mexico, UK, Singapore, Switzerland and Thailand.

All of their products are using Radio Frequency Identification (RFID) Technology. According to (Liu, 2010) RFID is the method of identifying unique items using radio waves that communicate between RFID tags and readers without line-of sight readability. Here is the classification of their product:

## **CHAPTER 2 LITERATURE REVIEW**

### **2.0 INTRODUCTION**

This chapter provides a review of the literature on the critical success factor of organization HID Global Sdn. Bhd. Kulaijaya, Johor.. In this chapter we divide into several section which are under section 2.1 Literature review on topic which is discussion of large demand and next 2.2 literature review which is dependency on the system, 2.3 Explanation about the literature review which is space constraint, 2.4 Discussion of literature review which is machine breakdown, 2.5 Explanation about the literature review which is competitors.

### **2.1 CRITICAL SUCCESS FACTOR OF ORGANIZATION – LARGE DEMAND.**

According to Debadyuti and Christopher (2017), it said that to accomplished the goals of organization they must follow the standard of KPIs (Key Performance Indicator) that they have made. To clear, if they are producing the large demand but they cannot meet the KPI they might facing the failure of output or other things. Nowadays, HID Global facing a large demand from customer which it gain the profits but they cannot meet the capacity. Even though it is good to the company itself but they cannot easily accept the demand. Sometime the material requires in producing output also do not enough as they have their own forecast. To get a new material it also cost a time to wait for it.

Other than that, they also can do a sub-contract with other companies but it still different in the quality. The cost of doing the sub-con also higher due to the transportation and the material that they used. Due to the number of the main power also leads to this issue. In HID Global, they cannot take too much number of worker in term of operating cost and financial issue. Even though some of the product are using totally robotic machine but to produce other component part still nee to do manually.