

INDUSTRIAL TRAINING REPORT

6TH MARCH – 21ST AUGUST 2023

KONICA MINOLTA BUSINESS SOLUTIONS (M)
SDN. BHD.

Authored by: Afrina Athirah Muhamad Rahim



KONICA MINOLTA

EXECUTIVE SUMMARY

This Industrial Training Report represent my 5-month and half of internship programme that I had completed at Konica Minolta Business Solutions (M) Sendirian Berhad. Internship programme is required by university as the last subject requirement before officially graduated. This subject is to exposed into working lifestyle and learning process before entering the real world of working environment.

During my internship, I have been trained as intern in document scanning operator under Documentation and Product Operation (DPO). I was placed under the supervision of Madam Hajah Khalilah Binti Ibrahim and reporting to my manager, Miss Asiah Asikin Binti Lokman. Great opportunities were offered to me and I'm grateful for the new knowledges and skills along my 5-month industrial training at the company. In this essence, this report representative the background of the industrial training company that I choose and the analysis of the input and output along 5-month of the training by using SWOT analysis method.

In this report, there is seven sections that I will highlight and to be discussed. The first section is acknowledgement and gratitude to those who helps me during my internship programmed. The second section represent student's profile which is an update resume. The next section is company's profile that consists of name of the company, location, background, vision, mission, objectives, goals, organizational structure, products and services.

The fourth section, I will explain in detail about my training reflection along 5-month and half regarding on the department, the working hours, roles and responsibilities, assignments, task, and the benefits that I received. The fifth section is the important part which the key points of Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis of the company followed by the discussion and recommendation in the next section. Lastly, the section consists of the conclusion for overall the report and followed by the list of academic references and attachments images in appendices.

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ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious, The Most Merciful.

Praise be to Allah, Lord of the universe, who gives the blessing and strength to complete this industrial training report for my final semester of industrial training at Konica Minolta Business Solutions (M) Sdn. Bhd. Peace and prayers be upon his final Prophet and messenger Muhammad SAW.

First of all, I would like to take this opportunity to thank my advisor, Madam Khalilah binti Ibrahim and my supervisor at my internship company, Miss Asiah Asikin binti Lokman as the Document Scanning Executive for their support and advices, my internship was smooth until the end. I also really appreciated and impressed by their ambitiousness to explain and guide me with the job scopes. May Allah reward them for all of their effort towards me.

Besides that, my classmates have been part of this journey of me completing my report by sharing thoughts and experiences that are useful to my report. We also always remind each other to complete this report on time. This helps me a lot since my job scope is timid.

Lastly, I would like to extend my deepest gratitude and special thanks to all who directly or indirectly guided me in this industrial training especially my beloved family and all of my friends also colleagues that I made during my internship period for their continuous encouragement towards me.

Alhamdulillah and Thank You. May this report be well-benefited to everyone who read this.

STUDENT'S PROFILE

**AFRINA ATHIRAH BINTI
MUHAMAD RAHIM**

Business Analyst

[Redacted Contact Information]

SUMMARY

Energetic and passionate person who will give maximum effort in work. To obtain a full-time position in which I will contribute to utmost efficiency and productivity. At the same time, I would utilize my well-honed organizational and interpersonal skills to make a positive contribute to the organization. Possess exceptional communication and interpersonal skills with a proven ability to work independently and as part of a team.

EDUCATION

UITM Bandaraya Melaka

Bachelor's Degree in International Business
2021 - 2023
CGPA 3.39

UITM Segamat

Diploma in Investment Analysis
2018 - 2021
CGPA 3.21

SKILLS

- Strong organizational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously

Language expertise: Malay & English
Microsoft Offices: Advance
Prezi & Canva: Advance
Capcut: Advance
Adobe photoshop: Intermediate

REFERENCE

MOHD ISHAM BIN ABIDIN
Lecturer in Universiti Teknologi MARA
Kampus Bandaraya Melaka

PROFESSIONAL EXPERIENCE

Documentation and Product Operation Internship

Konica Minolta Business Solutions (M) Sdn. Bhd. |
March 2023 - August 2023

- To operate with imaging tools for use in the creation of electronic files or archives.
- Relies on Instructions and pre-established guidelines to perform the functions of the job and strictly follow workflow process and chain in command.

Part-timer

Baskin Robbins | July 2022 - September 2022

- Maintaining daily inventory, greeting customers, suggesting flavours, and answering client questions

Subway | October 2021 - February 2022

- Greet and serve customers, preparing for customers, maintaining food safety and sanitation standards.

Executive Assistant

Muaz & Co. | December 2017 - January 2018

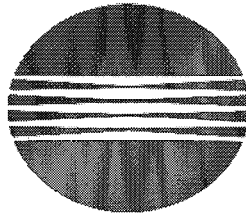
- Managed calendars, scheduled appointments, and arranged meetings and conferences
- Prepared and distributed reports, presentations, and other materials

CERTIFICATIONS

- Organizing committee in Academic Visit and Community Service "Enchanting Sabah Malaysian Borneo" (2022)
- Participate in Signing Ceremony Memorandum of Understanding Between UITM and CGS-CIMB (2019)
- Best Service Award Women Category in National Service Training Programme Malaysia (2018)

COMPANY'S PROFILE

Company's name, Location and Background



KONICA MINOLTA

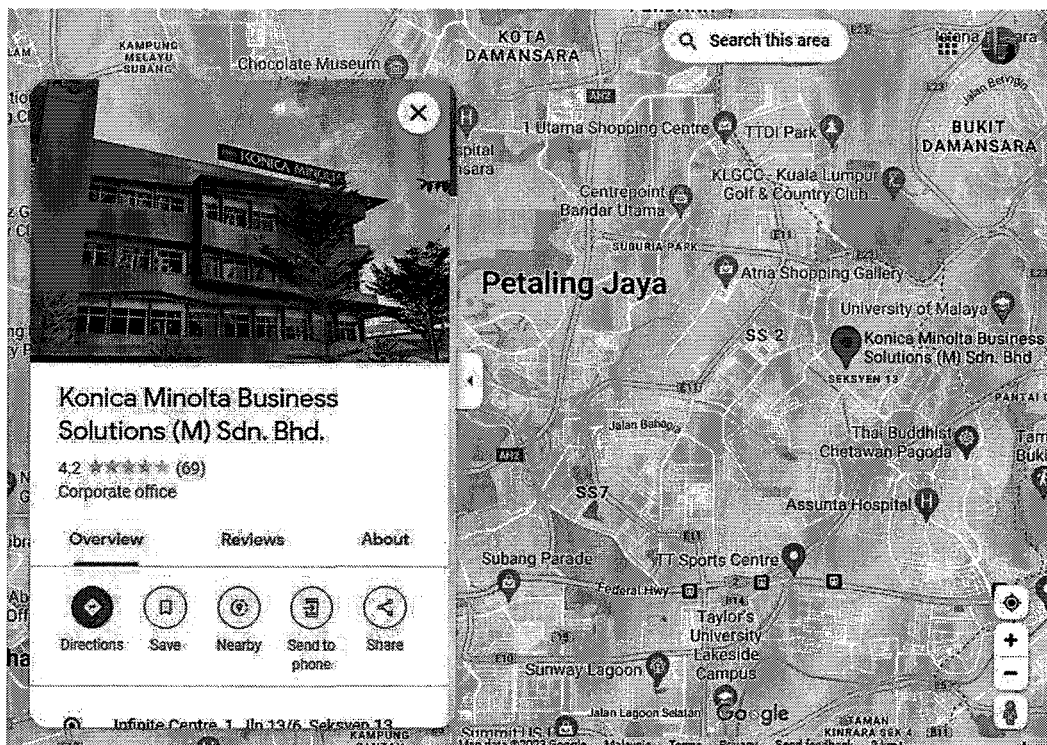
Company name: Konica Minolta Business Solutions (M) Sdn. Bhd.

Head Quarters Company: Konica Minolta Inc., Chiyoda City, Tokyo, Japan

Operation hour: Monday to Friday, from 8:30AM to 5:30PM

Location of the company:

Infinite Centre, 1, Jln 13/6, Seksyen 13, 46200 Petaling Jaya, Selangor



Background of Establishment

Konica Minolta Business Solutions (M) Sdn. Bhd. was established in May 2014 in Malacca City, Malaysia. The company was founded as a manufacturing hub for consumables and functional parts of core products of multi-functional peripherals (MFPs). KMBS is a wholly-owned subsidiary of Konica Minolta Business Solutions Asia Pacific Pte. Ltd., which is the regional headquarters for Konica Minolta's business in Asia Pacific. The company's establishment in Malaysia was driven by the company's strong commitment to meeting the increasing needs of its customers in the region, as well as its global development plans for the production of MFP consumables and functional parts. KMBS currently employs over 1,000 people and has a manufacturing facility in Malacca City. The company's products are exported to over 50 countries in Asia Pacific, the Middle East, and Africa.

Here is a brief timeline of the establishment of Konica Minolta Malaysia:

- 1981: City Marketing Sdn Bhd (CMSB) is incorporated as the trading arm of Konica Minolta Business Solutions (S) Pte Ltd.
- 1988: CMSB is renamed Minolta Marketing (M) Sdn Bhd.
- 2003: Konica Corporation and Minolta Co., Ltd. merge to form Konica Minolta Holdings, Inc.
- 2014: Konica Minolta Business Solutions (Malaysia) Sdn. Bhd. is established.

Here are some of the company's recent achievements:

- ✓ In 2022, Konica Minolta Digital Production Printers in the colour light and mid-category took the top spot across 6 ASEAN countries.
- ✓ Konica Minolta Malaysia was awarded the "Best Managed Print Services Provider" and "Best Managed IT Services Provider" award at the 2022 Malaysia Printing Awards.

Mission, Vision, Objective & Goal

Mission

The Creation of New Value

Visions

- ❖ To become a global company that is vital to society by providing excitement that exceeds the expectations of all.
- ❖ To be a robust and innovative company that is continually evolving and contributing to the sustainable growth of society and individuals.

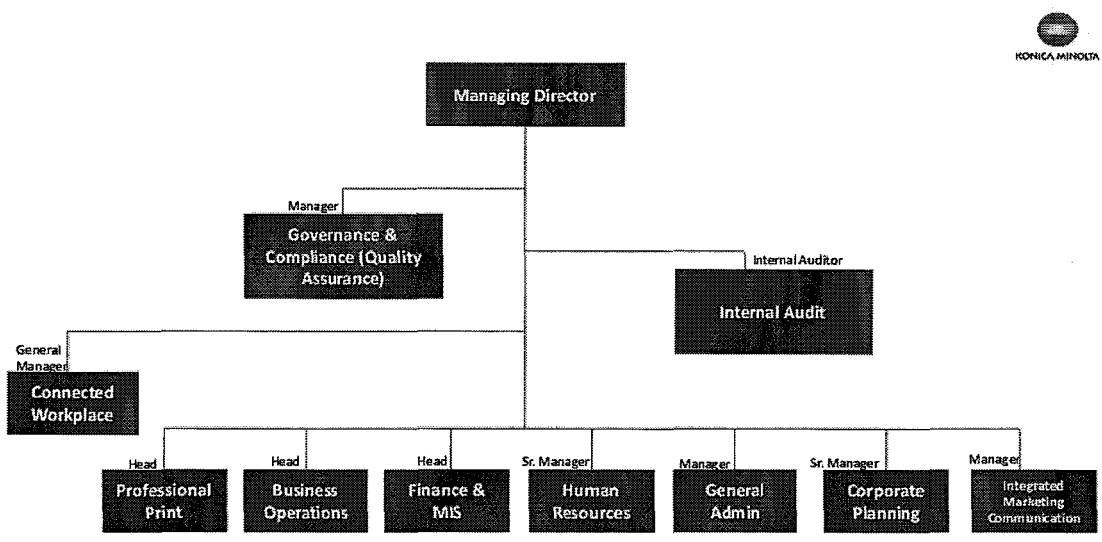
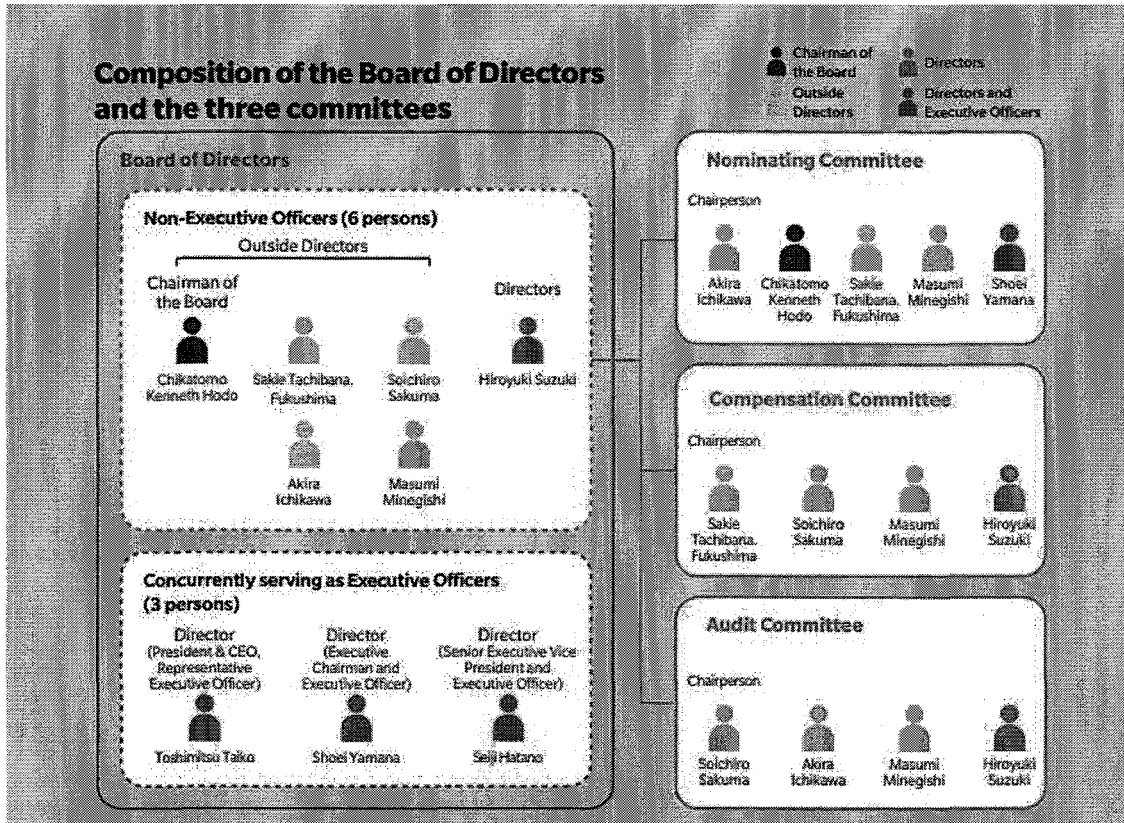
Core Values

- ❖ Open and honest
- ❖ Innovative
- ❖ Inclusive and collaborative
- ❖ Customer-centric
- ❖ Passionate
- ❖ Accountable

Objective & Goals

- ❖ To be a global leader in imaging and printing solutions.
- ❖ To provide innovative and sustainable products and services that meet the needs of customers and society.
- ❖ To be a responsible corporate citizen that contributes to the sustainable growth of society.

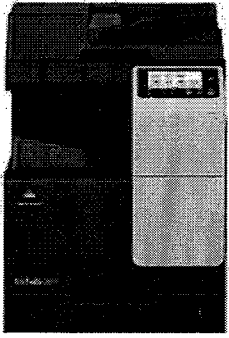
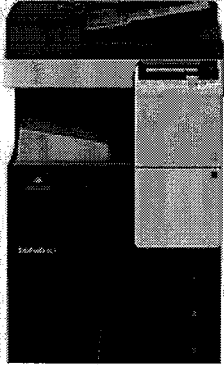
Organizational Structure

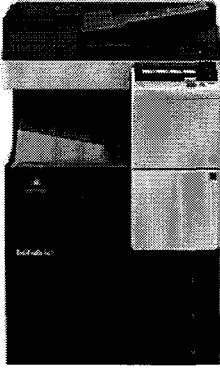
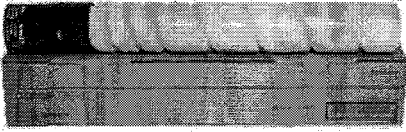


Products And Services


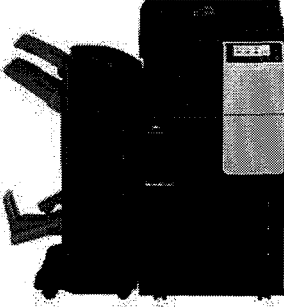
Through cutting-edge products and services, Konica Minolta is dedicated to assisting businesses of all sizes in achieving their objectives. Konica Minolta Malaysia provides a wide range of products and services, including office printing products, production printing products, business solutions, servo solutions and the others service that related to the business to remain as the go-to business partner for companies in Malaysia.

Office Printing

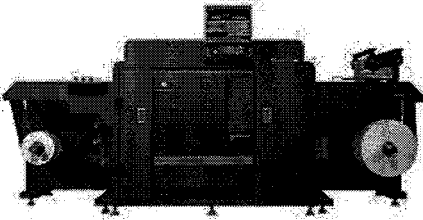
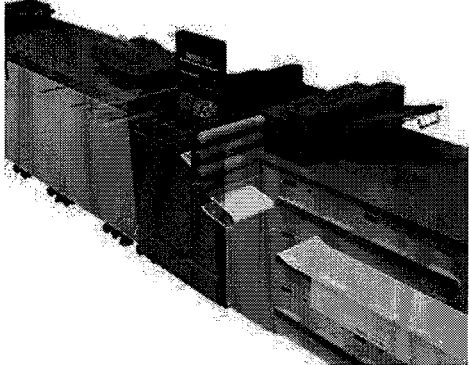
The products	Details
	<p>Colour Multifunction Printers: These printers provide printing, scanning, copying, and faxing capabilities. For companies that want a flexible printer for their regular printing requirements, they are an excellent option.</p>
	<p>Mono Multifunction Printers: These printers are made for companies who just need to print papers in black and white. They are a less expensive alternative to colour multifunction printers.</p>

	<p>A4 Printers: These printers are made for companies who need to print papers that are A4 in size. For companies with little space, they make sense.</p>
	<p>A3 Printers: These printers are made for companies who need to print papers that are A3 in size. They are a wonderful solution for companies that require to print documents of a high calibre.</p>

Production Printing

	<p>Colour Production Print Systems: These systems are made for companies who must print plenty of coloured papers. They are a wonderful solution for companies who need to print marketing materials, and other papers.</p>
	<p>Mono Production Print Systems: These devices are made for companies that must print black-and-white papers. For companies that need to print invoices, contracts, and other papers in black and white, they are a viable solution.</p>

Industrial Printing

	<p>Roll-to-Roll Digital Label Presses: These presses are made for companies that require label printing. For companies who need to produce premium labels for their products, they are a smart alternative.</p>
	<p>B2+ UV Inkjet Cut Sheet Presses: These machines are made for companies that require high-quality large format printing. For companies who need to print posters, banners, and other large format papers, they are a viable solution.</p>

The company has a strong focus on customer service and provides a wide range of support services, including:

- *Technical support:* 24/7 technical support is available to customers via phone, email, and online chat.
- *Training:* Konica Minolta Malaysia offers a variety of training courses for customers on a range of topics, including product operation, maintenance, and troubleshooting.
- *Warranty:* Konica Minolta Malaysia products come with a standard one-year warranty.

TRAINING'S REFLECTION

Duration, Department, Roles & Responsibilities

Duration

The duration for internship following the UiTM course requirement for 24 weeks approximately 5 months and half starting from 6th March 2023 until 21st August 2023.

Department

According to organizational structure of Konica Minolta Business Solutions (M) Sdn. Bhd, I have been placed as Document Scanning Operator under Documentation and Product Operation (DPO)

Roles & Responsibilities (Daily Task)

During my internship period at Konica Minolta, these are the list of the task that I have been assigned, which are:

- To operate with imaging tools for use in the creation of electronic files or archives.
- To prepare, scan and perform quality checking of documents/images being converted to electronic/digital format and ensure the outputs are properly transfer and indexing of images.
- To clean and perform basic maintenance on scanning equipment.
- Relies on instructions and pre-established guidelines to perform the functions of the job and strictly follow workflow process and chain in command.
- To train or assist other associates on aspect of processing to ensure they have the same understanding on the scanning operation.
- To recognize and report problem and issues typical equipment and given processes.
- Responsible to report all the completed daily task to the superior.
- To perform all other duties as assigned by superior.

Benefits

Allowance

Konica Minolta pays interns the allowance amounted to RM1,000 per month. As stated by the human resources department, the allowance for interns will be credited before 7th of every month.

On-site Visit

For my internship programme, my company has decided to take on the project at customer's company which is Sunway Berhad. We are required to do the projects at Menara Sunway where the offices, equipment and facilities are well-provided. This makes it possible for us to complete our work quickly and successfully.

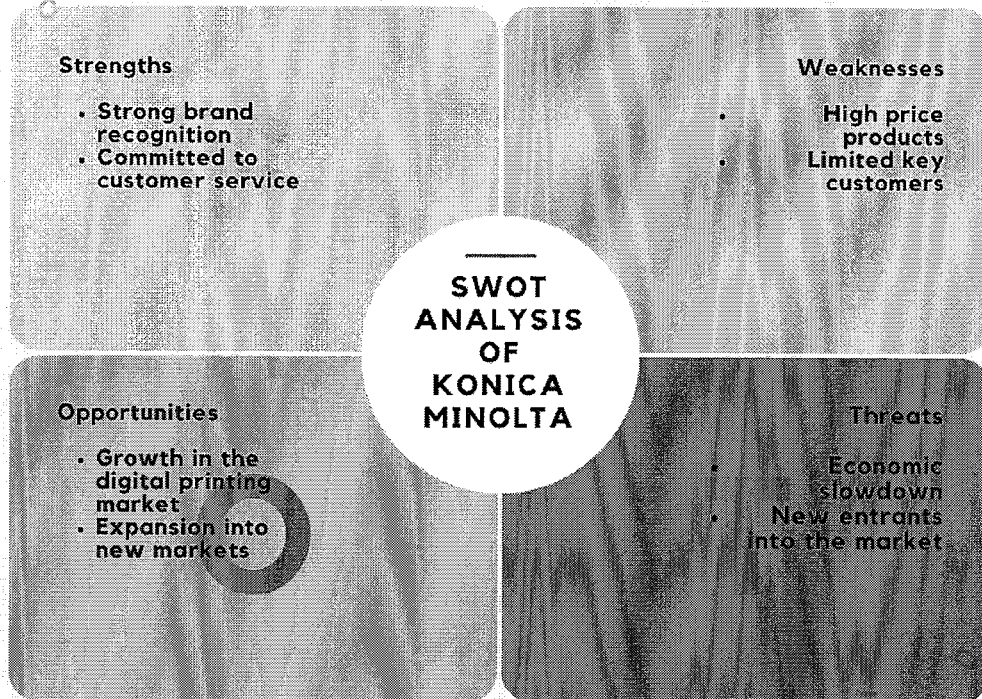
Knowledge & Technical Skills

Strong technical abilities are essential in today's work market and are highly valued by employers when hiring new employees. Having staff with the technical know-how to successfully navigate and run these systems is crucial as we continue to rely on technology for various business functions. Introduced to the reality of working world of the industry, new technical skills have also been part of my internship such as information technologies, data analysis and project management which constantly changed every 2 weeks.

Knowledge & Personal Development

I've learned a lot of useful knowledge and methods to boost my self-confidence, which are essential for an intern to be better. Also, I've gained confidence in my skills and abilities as well as the ability to manage challenging circumstances with composure and poise thanks to these lessons. Furthermore, it has also improved my multi-tasking skills along with my flexibility, teamwork and negotiation skills.

SWOT ANALYSIS



DISCUSSION AND RECOMMENDATION

Strengths

- Strong brand recognition

Konica Minolta has a strong brand recognition, thanks to its long history in the imaging and printing industries. The company also has a wide range of products and services, including office automation, production printing, and industrial printing. The selection of goods and services is made to satisfy the requirements of diverse enterprises and industries. The company offers cutting-edge printing solutions through the utilization of its high-tech equipment and technology-driven strategy. The organization has the expertise to handle a variety of printing needs, from standard office documentation to extensive industrial printing. Additionally, their wide range of products guarantees that they can offer a comprehensive printing solution.

➤ Marketing and advertising campaigns

To further strengthen its brand recognition, Konica Minolta could invest in marketing and advertising campaigns. The brand will be able to reach a wider audience by introducing captivating and cutting-edge commercials via numerous platforms, media, exhibitions, and events. To stand out from rivals in the market, they must concentrate on highlighting their special selling points. This brand may expand its reach and target audiences more successfully by working with important influencers, content creators, and collaborating with other companies for collaborative marketing projects, which will enhance its overall brand image and increase sales.

➤ Committed to customer service

Konica Minolta is committed to customer service, and offers a wide range of support services to its customers. They are dedicated to providing excellent client service, whether it be through remote help or on-site technical assistance. Our skilled support staff is ready 24/7 to offer rapid, efficient assistance to address any concerns that may arise. To make sure that our customers get the most out of their Konica Minolta products, we also provide training and

maintenance services. Their mission is to provide complete client satisfaction by offering outstanding customer service.

➤ Joint venture with another companies

To expand its product and service offerings, Konica Minolta could do the joint venture other companies or develop new products and services in-house. Second, it might spend in internal research and development to create new goods and services. These tactics might aid Konica Minolta in increasing both its market penetration and industry competitiveness. Additionally, it might assist the organization in seizing fresh commercial chances and boosting client satisfaction and loyalty.

Weaknesses

- High prices

Konica Minolta's products and services are often more expensive than those of its competitors. The company also relies on a few key customers for a significant portion of its revenue. As a result, the business is exposed to the risks and ambiguities related to those clients' performance. The company's revenue may be significantly impacted if even one of these clients were lost. To limit the risk of revenue loss and preserve sustainable long-term growth, the organization must diversify its customer base.

➤ Reduce cost

Konica Minolta can lower its high prices by increasing productivity and cutting expenses. Detailing the production process can highlight areas that need to be improved, including overstocking or pointless spending. Lean manufacturing methods, which streamline operations and get rid of unproductive behaviors, might also be helpful. Further lowering expenses and subsequently lowering prices can be achieved through cutting energy use and improving supply chain management. Konica Minolta can maintain quality and service while providing reasonable costs by concentrating on these factors.

-
- Limited key customers

Konica Minolta's reliance on limited key customers poses a significant risk to their business as any changes in the market or customer preferences can significantly impact their revenue and operations. These vulnerabilities include economic slowdowns, loss of key accounts, changes in customer preferences, and technological advancements.

- Diversify the customer base

Konica Minolta could lessen its reliance on major clients by diversifying its clientele in order to maintain the long-term healthy financial position. This could be accomplished by expanding into new markets or creating cutting-edge goods and services that appeal to a wide spectrum of clients. Such a move will ensure improved growth prospects and reduce the dangers connected with dependency on a small number of key clients.

Opportunities

- Growth in the digital printing market

The digital printing market is growing rapidly, and Konica Minolta is well-positioned to capitalize on this growth. The company has a strong portfolio of digital printing products and services, and is also investing in new technologies to further expand its capabilities in this area. The organization is looking into new technologies to further strengthen and broaden its capabilities as part of its effort to stay ahead of market trends. In general, the company's commitment to digital printing is strengthening its position as an industry leader.

- Research and development

To maintain its strong focus on innovation, Konica Minolta could invest in research and development. By allocating funds for R&D, the business would be able to stay on the cutting edge of technical developments and keep creating innovative products and services. Konica Minolta can build an innovative culture within the company, draw top talent, and successfully fulfil the changing needs of its clients by investing in R&D. This tactical investment would support Konica Minolta's continued leadership in the sector and support the company's future expansion and profitability.

-
- Expansion into new markets

Konica Minolta also has the opportunity to expand into new markets, such as Asia and Latin America. Strong economies that are expanding and burgeoning markets in these areas necessitate the use of cutting-edge technological solutions. Konica Minolta may extend its worldwide reach, tap into a new consumer base, forge alliances with regional companies, and penetrate these markets. Konica Minolta is well-positioned to succeed in these unexplored countries and take a bigger slice of the market because to its experience in printing and imaging solutions.

➤ Customer support channel

To continue to be committed to customer service, Konica Minolta could improve its customer support channel and make it easier for customers to get help when they need it. This can entail developing an online resource where clients can quickly access information, make requests, and monitor the status of their enquiries. The business might also provide additional resources to its customer service representatives and make sure that they are properly trained to answer questions from clients and provide timely service. Konica Minolta can show that it is committed to offering top-notch customer service by making these investments and by strengthening its relationships with its clientele.

Threats

- Economic slowdown

The economic slowdown is a potential threat to Konica Minolta's business. Businesses may decide to spend less on office automation and production printing if the economy is slowing down. Businesses may be obliged to reduce expenditure on non-essential items, which could include investments in technology and print solutions, as a result of diminishing sales and profitability. This may have an effect on the expansion and ability to create new goods of businesses in certain industries. To stay competitive, companies may also investigate less expensive alternatives to conventional office automation and printing solutions, such as outsourcing and digital transformation.

➤ Promote environmental sustainability

Businesses are giving sustainability a higher priority when evaluating new competitors to assure agreement on environmental issues. This might mean putting sustainability at the forefront of design, development, and other activities. The implementation of eco-friendly solutions throughout the supply chain is crucial, from ethical material sourcing to reducing waste. Businesses have a strategic motive to pursue sustainability goals because consumers demand sustainable and socially responsible practices. Therefore, adopting a sustainable attitude presents an opportunity for businesses to show their dedication to the environment and set themselves apart from rivals.

• New entrants into the market

Konica Minolta is also facing increasing competition from new entrants into the market. These new entrants are often able to offer lower prices than Konica Minolta, which could make it difficult for the company to maintain its market share. The business may need to look at competitiveness-maintaining strategies like expanding its product line or seeking operational cost savings. Failure to do so can cause its market position and profitability to decrease.

➤ High quality products and services

By providing superior goods and services with a distinctive value proposition, Konica Minolta may set itself apart from more established rivals. By catering to their unique requirements and preferences, this technique can help the business draw in new clients and keep existing ones. Konica Minolta can generate a strong market reputation and a competitive advantage over bigger competitors by putting a significant emphasis on quality and innovation. Konica Minolta can provide a more personalised experience that appeals to its target market and increases customer loyalty by providing more than just conventional products and services.

CONCLUSION

My internship at Konica Minolta was a great experience. I learned a lot about the company, its products and services, and the industry as a whole. I also had the opportunity to work on a variety of projects, which gave me valuable experience in different areas of business.

One of the most important things I learned during my internship was the importance of teamwork. I worked on a number of projects with other interns, and I was impressed by their dedication and hard work. We were able to achieve some great things by working together.

I also learned a lot about the importance of communication. I had to communicate with people from all levels of the company, and I learned how to be clear and concise in my writing and speaking. I also learned how to listen effectively and build relationships.

I am confident that the skills and knowledge I gained during my internship will be valuable in my future career. I am grateful for the opportunity to have worked with such a talented group of people, and I am excited to use what I have learned to achieve my goals.

Overall, my internship at Konica Minolta was a great learning experience. I am grateful for the opportunity to have worked with such a talented group of people, and I am confident that the skills I learned will be valuable in my future career.

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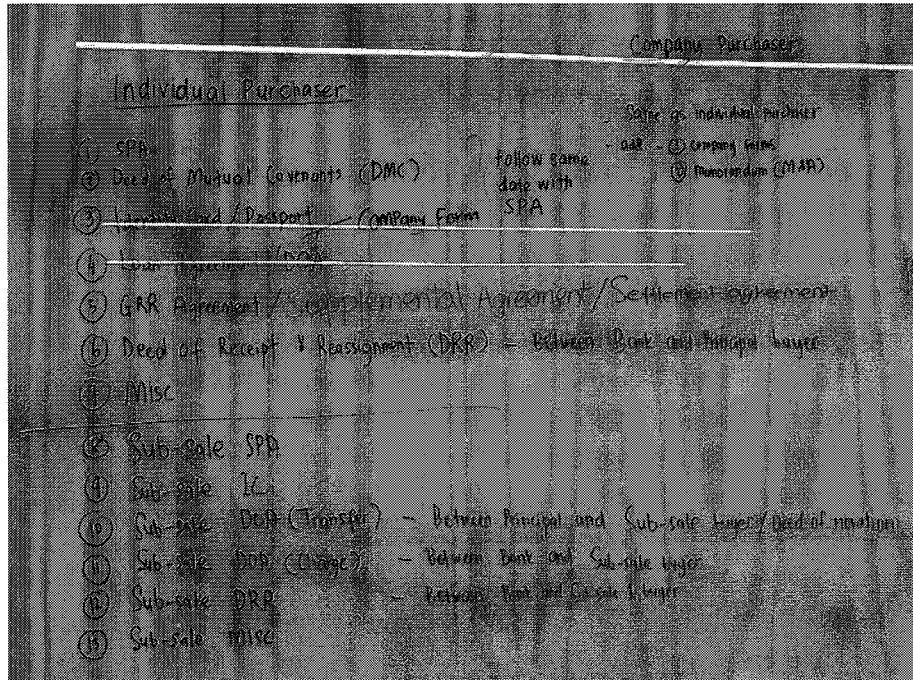
APPENDICES



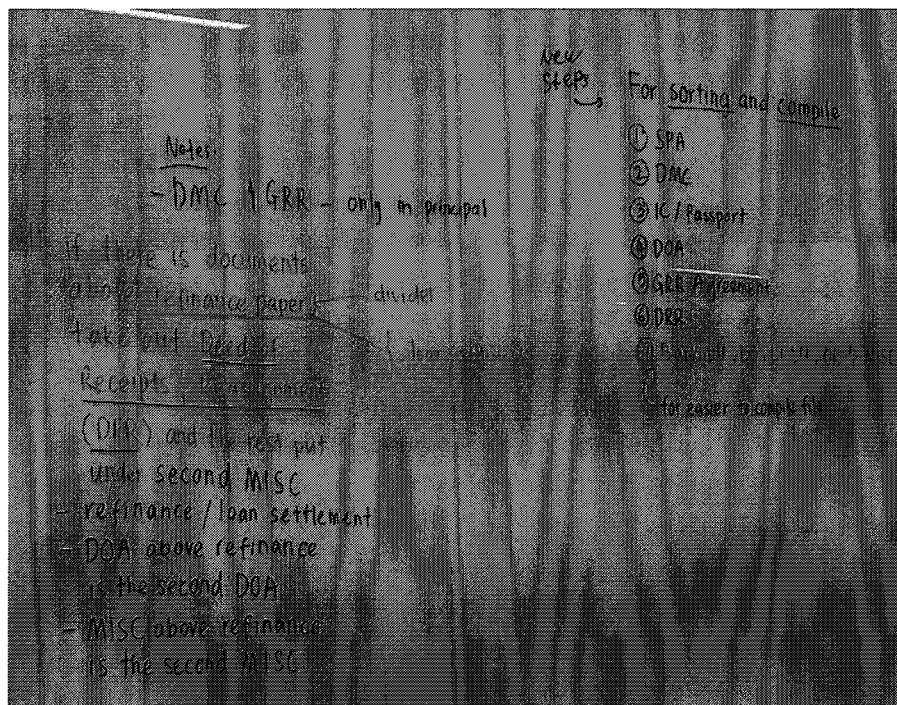
Appendix 1 : Work station for sorting team in client's site (Sunway Berhad)



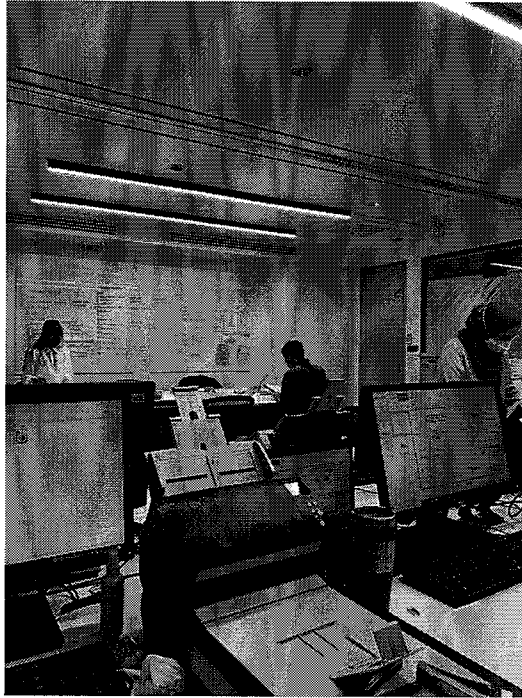
Appendix 2: Example files of on-going projects with Sunway Berhad



Appendix 3: Second phase of client's requirement for their project



Appendix 4: Second phase of client's requirement for their project



Appendix 5: Work station for scanning team in client's site



Appendix 6: Our manager came for Hari Raya celebration and gave us 'duit raya'



Appendix 7: Scanner team and sorting team



Appendix 8: Last day of internship team assigned for the projects