UNDERSTANDING THE TRAINING NEED ANALYSIS MODEL AT PANASONIC AVC NETWORKS (PAVCJM) PASIR GUDANG JOHOR

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ABSTRACT

Panasonic AVC Networks Johor Malaysia Sdn. Bhd (PAVJCM) is known as Matsushita Audio Video (M) Sdn. Bhd. (MAV). PAVJCM was established in 21 December 1990 as the 14th Matsushita Company in Malaysia and the first Audio and Video Company in South Asia out of Japan. On 1 April 2003, MAV has changed their name to PAVJCM (Panasonic AVC Networks Johor Malaysia Sdn. Bhd.) because of Japanese policy and marketing strategy. PAVJCM was built for the purpose of creating technological brilliance in light and sound. Panasonic also has seven principles they are contributing to society, fairness and honesty, cooperation and team spirit, untiring effort for improvement, courtesy and humidity, and adaptability and gratitude. Other than that, this Company also practice 5S that is sorted, set in order, sustains, shine and standardize.

The objective of this study is to understand the process of Training Need Analysis (TNA) used by Panasonic AVC Networks Pasir Gudang. Other than that, to compare the difference between Training Need Analysis (TNA) practices used at Panasonic with the TNA model structure Panasonic AVC Networks Pasir Gudang and to suggest the best Training Need Analysis (TNA) model for Panasonic AVC Networks Pasir Gudang and lastly, to compare the Training Need Analysis (TNA) Panasonic AVC Networks Pasir Gudang with Goldstein and Ford's model.

As for research methodology the researcher used qualitative method, that's is interview, and observation to collect data and finding the result. The researcher has interview five employees at Panasonic AVC Networks Pasir Gudang Johor in the month of May.

Lastly, for the findings, the first objective have been achieved by understanding the Training Need Analysis (TNA) process that has been implement in Panasonic itself. As for the second objective, there is a gap between the TNA practices with the model structure. Thirdly, the researcher suggest Goldstein and Ford's model of TNA to Panasonic and for the last objective there is a gap between the model structure TNA Panasonic with Goldstein and Ford's model.

CHAPTER ONE

INTRODUCTION

1.0   Overview of Chapter

In this chapter one, is introduction of this research. Firstly is the background of this study. This study is to understand the process and guideline of Training Need Analysis at Panasonic AVC Networks Pasir Gudang Johor. Secondly, to know the background of company that researchers do the research. In this study, researchers do at Panasonic AVC Networks Pasir Gudang Johor Bahru and this company is producing only product that's based on video, audio and communication. Thirdly is the problem statement of this study. Why this study has been doing and what the major problem. The problem statement of this study is the lack of understanding guideline and procedure of Training Need Analysis by management. Next are the research objective and the research question of this study. What's the objective of this study? Other than that is the significance of this study. That's means this study is important or who get benefit from this study. Lastly is the scope and limitation of this study. The scope of this study is company Panasonic AVC Networks Pasir Gudang. The limitation means the restraint that researchers get or have throughout the research is being done, such as time and collect data.