

# INDUSTRIAL TRAINING REPORT

AT

# GES MANUFACTURING SERVICES(M) SDN BHD

1st MARCH - 15th AUGUST 2023

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# **Executive Summary**

This internship report is based on the work experience that I have gathered as a trainee in GES Manufacturing Services (M) company as a buyer in purchasing department. In this report, I mainly provided the details of the SWOT analysis of the company that I have been training from. Customer satisfaction is critical to the success of any business. At here in Ventures, they always try to achieve customer and supplier demand. Customer satisfaction can be improved through continuous feedback, consistent service quality, and community engagement. These strategies can help companies build long-term customer relationships and thrive in a competitive marketplace. Besides, strong brand recognition can be achieved by leveraging social media platforms, creating compelling and shareable content, and using influencers or brand advocates to extend the brand's reach, such as through TikTok apps. Management issues also can arise in this company at many different levels, including individual team management to organizational leadership. Strong leadership, excellent communication skills, the ability to adapt to change, and a focus on fostering a positive work environment are required for effective management. The company name may face skilled human resource challenges in the coming years, due to high employee turnover and growing reliance on innovative solutions. Companies can take several proactive measures to address the shortage of skilled human resources, such as investing in training and development, implementing flexible work arrangements, and offering competitive compensation and benefits. Customers are migrating to higher end products, and Venture Corporation Ltd can profit from this trend by providing premium options, investing in product differentiation, developing compelling brand experiences, and effectively communicating the value proposition to their target audience.

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# 1.0 Acknowledgement

First of all, I would like to thank Allah SWT because of HIS blessings, I can complete the task entrusted to me with great success. I managed to finish up this final year project with great enthusiasm and full determination to achieve the desired result. All the effort and time that I spent to figure out the ideas as well as justifying the best topic to derive the output are totally worth it. Therefore, I would like to take this chance to thank my lecturer, Madam Noor Haty, for her willingness to spend her time and energy to guide me in completing this task perfectly. She guided me on how to complete the assignment by giving me the guideline that I need to put in the report. Without her help and guidance, I am unable to complete this assignment within the prescribed period. Then, I would also like to express my infinite gratitude to my fellow friends in the workplace as well as my supervisors, Tai Ser Wei and Jaxy who have assisted me directly or indirectly through completing this task perfectly. In conclusion, there are so many inputs that I got throughout the process of doing this assignment.

# 2.0 Student Profile



# **NUR ALIA IZATI** BINTI DAMAN HURI

#### Contact

### Objective

A self-motivated, hard-working and positive student looking for an internship position. I am looking to explore my career options in business studies sector which provides an opportunity to expand my knowledge as a business graduate and to work well with people who are experienced in the domain.

#### Certifications

### Education

GLOBAL VIRTUAL STUDENT INVENTION, INNOVATION, **DESIGN & EXHIBITION (GV-** UNIVERSITI TEKNOLOGI MARA (UITM)

SIIDE)

Diploma in Business Studies, 2018-2021 CGPA- 3.69

December 2020

Dean list in all 5 semesters

MELAKA INTERNATIONAL INTELLECTUAL EXPOSITION

Bachelor of Business Administration (HONS.) International Business, 2021-2023

August 2019

CGPA- 3.45

NURI BANK RAKYAT NUTRITION **INNOVATION & PRODUCT**  Experience 2017 - 2018

Kindergarten teacher | Tadika & Taska Ctmas Manja Sayang

- DEVELOPMENT
- Delivered structured lessons on readiness skills by emphasizing phonics, language skills, literature and handwriting.
- January 2019
- Delivered lesson plans, implemented school curriculum and used data to create, monitor and establish personalized learning plan for each student.

#### **Key Skills**

## 2023 - current

Expert in computer skills Expert in SAP system Active listening skills Time management Decision making Problem solver

Trainee as buyer | GES Manufacturing Services (M) SDN BHD

- Delivered PO to suppliers and correspond with suppliers on PO disputes as well as update latest delivery commitment from supplier into SAP.
- Delivered problematic parts to project leader, follow up RTV return status and review & feedback critical part status and expedite delivery.

## Reference

- En. Akmal (Ctmas Manja Sayang's teacher)
- En. Zaki bin Sadik (Class Advisor)

# 3.0 Company Profile

# **Company Name**



Figure 1: Company's name

GES Manufacturing Services(M) SDN. BHD is one of the subsidiary companies for Venture Corporation Limited.

# Location



Figure 2: GES Manufacturing Services's location

GES Manufacturing Services(M) SDN. BHD. is located at Jalan Perindustrian, Taman Perindustrian Murni Senai, 81400 Senai, Johor Bahru, Johor.

# **Background**



Figure 3: Venture's headquarters in Singapore

After the merger of three companies, Venture Corporation Limited was formed in 1989 as an electronic services provider. Its headquarters are in Singapore, and the Group consists of more than 30 companies around the world, with centres of excellence in Southeast Asia, Northeast Asia, America, and Europe. The Group is well-known for its extensive knowledge and expertise in a variety of technological domains. Life science, genomics, molecular diagnostics, medical devices and equipment, healthcare, luxury lifestyle and wellness technology, test and measurement technology instrumentation, networking and communications, advanced industrial, computing, printing, and imaging technology are examples of these. Venture will keep investing in new technologies and improve its talent pool's technical capabilities in order to provide an extensive variety of differentiated services. It is the preferred partner of choice for over 100 global companies, which include Fortune 500 corporations, and ranks between the top in value chain management for leading electronics companies. In Johor Bahru, Malaysia, Venture has three companies under it which are GES Manufacturing Services located in Senai, Venture Pintarmas in Kempas, and also Technocom Systems in Kawasan Perindustrian Tebrau.

# **Mission**

To be a leading global provider of technology services, products and solutions.

# Vision

To be the best and most reliable electronics services provider and strategic global partner for successful global companies.

## Goal

- · Relentless pursuit of excellence
- Rendering the highest level of total customer satisfaction
- Encouraging employees to realise their full potential
- Building strong cohesion and teamwork
- Fostering creativity and innovation

# 3.1 Organisational Structure

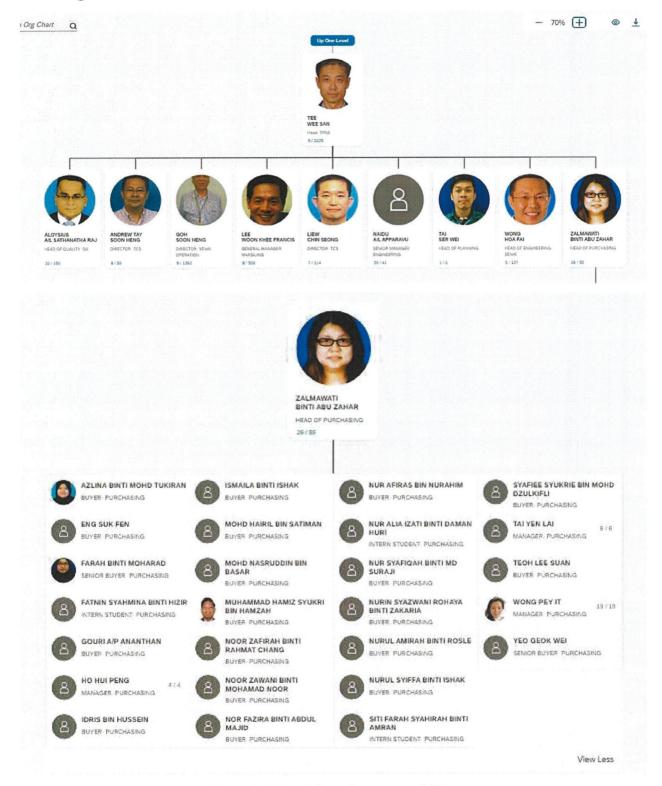


Figure 4: Venture's Senai Organizational Chart

## 3.2 Products or Services

Venture Corporation Limited provides contract manufacturing services to electronics companies worldwide. The company also provides manufacturing, design, engineering, customization, and logistic services. Venture integrates product development and manufacturing operations seamlessly, resulting in significant benefits from design manufacturability, reliability, cost, customer product differentiation, and faster time to market. With expertise in areas such as power, optics, wireless communication, battery systems, multi-touch technology, software development, and miniaturisation, Venture is well positioned to provide cutting-edge solutions to its customers as the world moves towards fast, cashless, wireless, and smart payment platforms and services.

Venture collaborates closely with its customers' product marketing and design teams on technology feasibility, rapid prototyping, and product realisation as a trusted partner. For instance, Venture's capabilities and experience in developing wireless connectivity, such as BT, WiFi, Cellular, ZigBee, LPWAN, battery-powered products with optimised battery performance, microcontroller-based controllers for high performance or low-cost applications, and others. Next, in advanced industrial, Venture's advanced manufacturing processes and capabilities make sure the construction and testing of high-quality products. Ongoing reliability tests take place on a regular basis for quality assurance. They design and manufacture equipment for use in industrial and outdoor settings where high availability and reliability are essential. The need to build an expanding number of technology partners and broaden into adjacent ecosystems drives venture. It believes in ongoing innovation and driving the boundaries of technology by forming alliances with leaders in relevant technology fields. In GES Manufacturing Services, for example, they focused on making electronic components part such as to produce tiny, complex chips that are used in computing devices, cell phones, and entertainment gadgets.

# 4.0 Training's Reflection

# **Duration**

My internship at GES Manufacturing Services(M) SDN. BHD. started on March 1st and will last until August 15th, 2023. Mondays through Fridays are normal working days. The management reserves the right to adjust its operating hours or to demand certain employees to work on a slightly different schedule to support production. My working hours are from 8 a.m. to 5.30 p.m.

## **Details**

I work as a buyer in the purchasing department here. As a buyer, my responsibilities include issuing the purchase order, settling the past due invoice, resolving discrepancies and incoming reject items, and following up with the supplier on the purchase order that is awaiting confirmation. As a buyer, you must manage supplier relationships, including quality and supply issues, as well as improve supplier performance and build successful supply chain partnerships. You must also maintain frequent interactions with the production team to finalize and ensure the weekly production schedule based on consumer demands and available material stocks, among other things. At here, we use SAP system to create a transaction or purchase items from the suppliers in order to produce the products. SAP system is used to control all types of critical business functions. It helps organizations to run faster and more efficiently.

## Gains

During my internship with this company, I learned a lot of new things that I can use in the future. For the first three months, I was taught on how to handle discrepancy items and incoming reject items. I needed to go to the warehouse regularly to find the missing items and send them to the buyers to clear the warehouse from any excess items. In addition to dealing with the discrepancy items, I also learned on how to be a buyer. As a buyer at here, we need to learned how to use the SAP system because most businesses nowadays use it as part of their operations. I believe that knowing how to use this SAP system will improve my chances of getting a job that requires experience with this SAP system. Apart from gaining experience with the SAP system, I also gained many experiences from here including on how to deal with the suppliers and customers from all around the world.

# 5.0 SWOT Analysis

# **SWOT ANALYSIS**

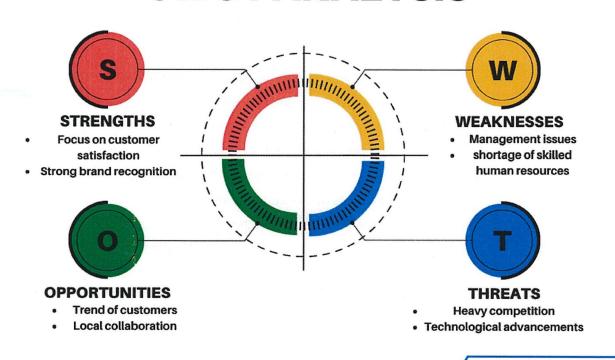


Figure 5: Venture's SWOT analysis

# 6.0 Discussion and Recommendation

## 6.1 Strength

### Focus on customer satisfaction:

It has accomplished this among its current customers, which benefits the company's goodwill and, as a result, its sales. Customer satisfaction is a metric which measures how well a company's products or services meet the expectations of its customers. It is one of the most significant indicators of future purchases and customer loyalty. Customer satisfaction is a measure of how well a product or service exceeds or meets the demands of the customer. It is critical to the success of any business because satisfied customers are more likely to return, provide positive feedback, and refer others to the company. At here we always try to achieve our customer and supplier demand whether they want to pull in or push out their items. Customer satisfaction can have a major influence on business in a variety of ways, including brand reputation, competitive advantage, employee satisfaction, and continuous improvement. Businesses that consistently deliver value and meet or exceed customer expectations can build long-term customer relationships and thrive in a competitive marketplace.

As recommendations, Venture can implement a few strategies to sustain and expand this strength, including continuous feedback, consistent service quality, and community engagement. Its purpose is to motivate customers to share their thoughts and ideas via social media, feedback forms, or direct communication. They can increase customer engagement and involvement in their business by creating a community. This can result in more customer feedback, more product development ideas, and increased customer loyalty (Growzilla, 2023).

#### Strong brand recognition:

Strong brand recognition refers to consumers' level of awareness, familiarity, and perception of a specific brand. It means that the brand is easily recognized and distinguished from its market competitors. When a brand is well-known, it becomes associated with certain qualities, values, and attributes in the minds of consumers. Strong brand recognition has a number of beneficial effects on the business. Increased trust and devotion from clients, competitive advantage, and brand partnerships and collaborations are some of the ways it can benefit the company. Maintaining and expanding strong brand recognition necessitates continuous effort and strategic planning.

Some strategies that a Venture can use include leveraging social media and engaging in corporate social responsibility (CSR). The company need to utilize social media platforms to connect and engage with the audience (Forbes, 2020). Create compelling and shareable content and use

influencers or brand advocates to extend the brand's reach, such as through TikTok apps. Furthermore, participating in CSR initiatives and communicating the brand's commitment to making a positive impact can boost brand reputation and recognition (Vuong&Bui,2023).

### 6.2 Weaknesses

### Management issues:

Management issues are challenges and problems that occur in the realm of managing an organization's people, resources, and processes. These problems can arise at many different levels, from individual team management to organisational leadership. Examples of management issues include a lack of leadership and poor employee performance and motivation. Ineffective or insufficient leadership can impede an organization's ability to establish clear goals, provide direction, and inspire employees. This can lead to a lack of motivation, decreased productivity, and a disgruntled workforce. Understanding these issues and implementing strategies to mitigate their impact are required for effective management. Strong leadership, excellent communication skills, the ability to adapt to change, and a focus on fostering a positive work environment are all required. Employee turnover rates can be aggravated also by management issues. Employees may seek employment elsewhere if they feel unsupported, unappreciated, or face issues such as a lack of career development opportunities or unfair treatment. High turnover rates can cause workflow disruptions, increase recruitment and training costs, and have a negative impact on team dynamics.

The company can overcome management issues by taking several steps, including identifying and acknowledging issues, as well as providing leadership development and training. Recognising and acknowledging management issues necessitates conducting a thorough assessment of current management practices, gathering employee feedback, and finding areas of concern or improvement. Furthermore, investing in leadership development and training programmes is critical for dealing with management issues (Magazine,2016). Managers' effectiveness and overall management practises can be improved by providing them with the necessary skills and knowledge in areas such as communication, conflict resolution, decision making, and team management (Indeed,2023).

### Shortage of skilled human resources:

Given the high employee turnover and growing reliance on innovative solutions, the company name may face skilled human resource challenges in the coming years. A shortage of skilled human resources refers to a lack of individuals with the necessary qualifications, expertise, and experience to meet the job market demands in specific industries or professions. This shortage can occur on both a global and regional scale, affecting a variety of industries including healthcare, technology, engineering, finance, and manufacturing. Demographic shifts, a lack of employee training, and a mismatch between education and industry needs are some of the factors contributing to the shortage of skilled human resources. Furthermore, a shortage of skilled human resources can lead to increased workforce stress, delayed projects and innovation, and increased wage pressure. It is possible to lessen the shortage of skilled human resources while also fostering economic growth and creating a more resilient and adaptable workforce by taking a comprehensive and collaborative approach.

Companies can take several proactive measures to address the shortage of skilled human resources, such as investing in training and development, implementing flexible work arrangements, and offering competitive compensation and benefits. Internal training and mentoring programmes for current employees are one effective way to address the skills shortage. Companies may discover that, rather than hiring new employees, an employee who has received training and development may be well-suited, if not better-suited, to a vacant position. Other than that, flexible scheduling, for example, also can reduces job-related stress by 20% while increasing job satisfaction by 62% (Newsome, 2022).

### 6.3 Opportunities

#### Trend of customers:

It represents a great opportunity for Venture Corporation Ltd, as the company has strong brand recognition in the premium segment, and customers have had positive experiences with Venture Corporation Ltd brands in the lower segment. It can be a win-win situation for the company and an opportunity to increase profitability. Companies that recognise this trend can profit from the shift to higher-end products by providing premium options, investing in product differentiation, developing compelling brand experiences, and effectively communicating the value proposition to their target audience. However, before pursuing this strategy, businesses should carefully assess market dynamics, consumer preferences, and their own capabilities, as catering to the high-end market frequently necessitates significant investment, superior craftsmanship, and meticulous attention to detail. Customers' migration to higher-end products can have a major effect on businesses. Impact on market positioning, brand image, and competitive advantage, for example.

Venture can benefit from this customer trend by improving customer experience and implementing continuous innovation. They can, for example, offer a consistent and exceptional customer experience during the purchasing journey and remain at the top of innovation by frequently updating and improving higher-end products. Some of the possible outcomes and benefits from this opportunity for the company include increased brand value and image. Aside from that, they benefit from innovation and product development. Businesses might develop advanced technologies, unique design elements, or superior materials to meet the demands of customers who are selective. This emphasis on innovation has the potential to result in product differentiation, market leadership, and increased customer satisfaction (Semuel, Siagian & Octavia, 2017).

### Local Collaboration:

Collaboration with local players may also provide opportunities for growth in international markets for Venture Corporation Ltd. Local players bring local expertise, whereas Venture Corporation Ltd brings global processes and execution expertise. The cooperation and joint efforts of individuals, organisations, or businesses within a specific local or regional area are referred to as local collaboration. Working together to achieve common goals, address common challenges, and promote collective growth and development within the local community is what it entails. It frequently involves stakeholders from various backgrounds and expertise coming together to pool their resources, knowledge, and skills for the benefit of the entire community. Local collaboration also can benefit the company in a variety of ways, including knowledge sharing and learning, market expansion and visibility. Businesses can position themselves as integral members of the local ecosystem by actively participating in collaborative efforts, contributing to the community's economic and social well-being while advancing their own business objectives.

To effectively leverage local collaboration, Venture should be proactive, open-minded, and ready to make a contribution to the community's collective growth and well-being. Local collaboration can result in a variety of potential outcomes and benefits for a company. Access to specialised expertise and skills, as well as business development opportunities, are examples of outcomes. Local collaboration can lead to opportunities for business development such as joint ventures, strategic partnerships, or supplier relationships. When a company is open to collaboration, it can increase success, generate new ideas, improve workflow efficiency, and improve internal and external communication (Garvie,2022). It should be noted that the specific outcomes of local collaboration may differ based on the nature of the collaboration, the industry, and the local context. Each collaboration opportunity should be evaluated in terms of its fit with the company's goals, resources, and strategic priorities.

#### 6.4 Threats

#### Heavy competition:

Although there are growing companies, there is also growing competition in the electronic or manufacturing industry with technological advancements looking forward to entering the industry due to its table profit and rising trend. A highly competitive environment in which multiple companies compete for market share, customers, resources, and profitability within the same industry or market segment is referred to as heavy competition among companies. Heavy competition can have a variety of effects on businesses, including decreased market share and growth, price pressure, marketing, customer experience and service, and profitability pressure. Businesses that face intense competition may be compelled to innovate, improve their operations, and strive for customer satisfaction. However, it can also bring about difficulties such as price pressure, decreased profitability, and so on.

Companies can use some strategies to gain a competitive edge and thrive in the marketplace when dealing with intense competition among businesses. Competitive pricing and continuous innovation are two actions that the company can take. Companies can offer competitive prices while remaining profitable by carefully evaluating pricing strategies. They can maintain customer bases despite competitor offerings and increase revenue with these strategies (Indeed,2022). Companies may establish themselves strongly in the market and effectively navigate the challenges posed by intense competition by implementing these strategies.

## Technological advancements:

Rapid technological advancements can put manufacturing companies at risk if they do not keep up with the latest technologies. Automation, robotics, artificial intelligence, and other advanced technologies can improve efficiency and reduce costs. Manufacturers who do not embrace these technologies may find it difficult to compete. These technological advancements provide opportunities for manufacturing companies to improve productivity, quality, agility, and sustainability. To maximize the benefits of these advancements, organizations must carefully evaluate and adopt technologies that align with their business goals, invest in employee training and upskilling, and ensure a robust cybersecurity framework. Businesses can gain a competitive advantage through technological advancements. Adopting and leveraging emerging technologies can help a company differentiate itself from competitors, improve operational efficiency, and enable the development of unique products or services that better meet customer demands. Overall, technological advances provide opportunities for businesses to improve efficiency, customer experience, and competitiveness.

However, successful implementation necessitates strategic planning, infrastructure and talent investment, and ongoing adaptation to keep up with the ever-changing technological landscape.

Companies should proactively stay up to date on emerging technologies and monitor technological trends associated to their industry to mitigate the impact of technological advancement on the company. Companies can identify market gaps and develop new products or services that meet the needs of their customers if they are aware of emerging technologies and market trends (Thomas, 2023). This enables them to anticipate potential disruptions and prepare for them.

# 7.0 Conclusion

Working in a manufacturing company such as Ventures of GES Manufacturing Services was a great opportunity for me to learn how to be a buyer and how to work under pressure. As a student, we can gain industrial experience while also becoming acquainted with the actual working atmosphere at the industrial training site. This opportunity also allows students like me to broaden our creativity while using the profession's ethical values as a foundation for a future professional career. Students can also apply and relate their knowledge of learning theory at college, as well as improve their communication skills with the surrounding community. Furthermore, during my training in this company, I discovered some of the company's strengths and weaknesses. This disadvantage, however, can be overcome and repaired by the company itself. Companies can gain a competitive advantage by leveraging their strengths and addressing their weaknesses. Companies that plan their objectives and strategies within their strengths and downplay their weaknesses will be able to survive successfully in a changing market.

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# 9.0 Appendices

