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UNIVERSITI
TEKNOLOGI
MARA

INDUSTRIAL TRAINING REPORT

JOHNSON MATTHEY SDN BHD

1 MARCH - 15 AUGUST 2023

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EXECUTIVE SUMMARY

It is part of required courses for all students in Bachelor of Business Administration (Hons.) Human Resources to take in order to complete their studies and also graduate from UiTM. The students have to complete their industrial training for twenty-four weeks at the company that they have chosen. So this report is one of the compulsory ones that needs to be done by the student and submitted at the end of the internship.

This report is about my industrial training in the Human Resource Department at Johnson Matthey Sdn Bhd, Nilai, Negeri Sembilan. So in this report, I have explained the details of this company and what I had observed about this company throughout that twenty-four weeks which started from 1st March until 15th August 2023. I have been assigned to work in the HR department and learn so many things which include recruitment, termination, payroll, industrial relation, training and others.

This report has the details about the company name, location, background of the company. Along with their vision, mission, objective, values and products. Other than that, I also summarise my experience doing an internship at their company in this report which includes all the tasks and responsibility that had been carried out and what are the contributions that I have made for their company.

Furthermore, I also discussed and explained the SWOT analysis that I had done after doing some observation throughout my internship at this company. During my internship, I have managed to find and identify their strengths, weaknesses, opportunities and also the threats for them. This report will show what are the good things that are being applied at this company and what their lack of. Other than that, I also came up with the recommendation for every point of the SWOT that can be used by the company to reduce or resolve it.

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ACKNOWLEDGEMENT

First of all, Alhamdulillah, I am grateful to Allah, who gives me a sound mind and sound health and courage to accomplish this internship program and industrial training report that had been given to me and complete it within the time given. This report has been done with all the support and guidance from many respected people. It gives me great pleasure to express my gratitude to a huge number of people for their kind cooperation and support, which has contributed to this report either directly or indirectly.

Besides that, a big thanks to my advisor, Madam Nor Tasik Misbah from UITM Alor Gajah Campus for the guidance to make the student understand more clearly about this report and understanding and time to assist the student in making this report. For all the guidelines and feedback given it is very helpful for me to complete this report within the time.



My deepest appreciation goes to my supervisor, Kasthuri Perumal as HR Manager at Johnson Matthey Sdn. Bhd for accepting and giving me the opportunity to undertake industrial training for 24 weeks at the company. It was a very valuable and meaningful opportunity for me to learn and gain a lot of knowledge in the organization.

Not to be forgotten is the HR advisor Puan Norliza, who managed my acceptance into the organisation and was among those who provided me with a lot of direction, guidance, as well as knowledge about the ins and outs of work and the tasks that I needed to carry out throughout my industrial training at the company. I can say with no doubt that without their assistance, I would not have been able to complete this industrial training with such success. Additionally, all of the HR team in Johnson Matthey is not forgotten. Of course, I couldn't have completed this internship or written a report for this industrial training without every single one of them.

Last but not least, I am grateful to my family members for constant guidance, support, advice and valuable suggestions during this internship and also my friends for helping me to understand more on how to do the report.

2.0 STUDENT'S PROFILE

2.1 UPDATED RESUME

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|---|---|
| <div></div> <div><div>Contact Me</div><div></div></div> <div><div>Strengths</div><ul style="list-style-type: none">• Good in teamwork• Good in communication• Fast learner• Well-organize• Problem solving</div> <div><div>Computer Skills</div><ul style="list-style-type: none">• Microsoft Word• Microsoft Excel• Microsoft Teams• Microsoft PowerPoint• Canva</div> <div><div>Language</div><ul style="list-style-type: none">• Malay : Native• English : Intermediate• Mandarin : Beginner</div> <div><div>References</div><ul style="list-style-type: none">• PN. NURHIDAYAH BINTI ZAINI Academic Advisor Faculty of Business Administration Human Resource Management UiTM Bandaraya Melaka• KASTHURI PERUMAL Human Resources Manager Johnson Matthey Sdn Bhd</div> | <div><div>NURUL FARAHANIS</div><div><div>About me</div><p>A fresh graduate Human Resources student who currently seeking a position in HR department in your company. To gain more experience in Human Resource field as well as utilize my ability and skills to serve and contribute to your company.</p></div><div><div>Experience</div><div><div>Human Resources Internship</div><div>Johnson Matthey Sdn Bhd</div><div>March 2023 - August 2023</div><ul style="list-style-type: none">• Assist HR in recruitment process; screening resume, arrange interview, interview candidate, do background check, arrange medical checkup with GL, arrange and follow up with orientation.• Assist HR in termination process.• Do project of digitalization of Exit Pass system and employees personal files.• Make a show cause letter for unethical behavior staff.• Learning about training program including HRDT process.</div></div><div><div>Education</div><div><div>Bachelor of Business Administration (Hons.) Human Resource Management</div><div>UiTM Bandaraya, Melaka</div><div>March 2021 - August 2023</div><ul style="list-style-type: none">• CGPA : 3.57</div><div><div>Diploma in Banking Studies</div><div>UiTM Kampus Rembau</div><div>June 2018 - January 2021</div><ul style="list-style-type: none">• CGPA : 3.53</div></div><div><div>Involvement and Academic Achievement</div><div><div>Protocol Bureau</div><div><ul style="list-style-type: none">• Webinar of Malaysia Labour Law Reform: The Good and Bad From HR perspective</div><div>2022</div></div><div><div>Technical Bureau</div><div><ul style="list-style-type: none">• Webinar of Equity And Discrimination Issue In Recruitment (Hiring Ex-Convicts)</div><div>2022</div></div><div><div>Bureau</div><div><ul style="list-style-type: none">• Seminar "Program Pemantapan Minda Cilik"• Sekolah Kebangsaan Peringgil, Melaka.</div><div>2022</div></div><div><div>Dean's Award, Semester 3-5, Diploma in Banking Studies</div><div>Dean's Award, Semester 2, 3, 5, Bachelor of Business Administration (Hons.) Human Resource Management</div></div></div></div> |
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3.0 COMPANY'S PROFILE

3.1 NAME, LOCATION AND BACKGROUND



Figure 3.1 Logo Johnson Matthey

Johnson Matthey is a global leader in sustainable technologies. Percival Norton Johnson established Johnson Matthey, which has its main office in London, United Kingdom, in 1817. Johnson Matthey expanded from a single office in London to have significant operations in more than 30 nations. Their products and services are sold globally to a diverse variety of advanced technology industries. For nearly 200 years, Johnson Matthey has kept up with technological advancements, demonstrating the company's ability to sustain global leadership by making regular adjustments to the quickly shifting needs of its customers. Many of Johnson Matthey's products have significant beneficial effects on the environment and improve the quality of life for millions of people worldwide. Johnson Matthey is rigorous about its own environmental policy.

In Malaysia, Johnson Matthey was only built in Kuala Lumpur and Nilai. Company in Kuala Lumpur is only the corporate building but in Nilai, they are running a manufacturing plant where I am undergoing my internship. At this company, they employ around 180 employees which consist of employees from production, admin office and others. The company consists of many departments which are Production, JMPS, EHS, Human Resources, Finance, Engineering, Maintenance, Procurement, Quality, Supply Chain and Washcoat. This company is located at 71800 PT. 3349, Jalan Permata 1/2 Arab Malaysian Industrial Park Nilai Negeri Sembilan, 71800.



Figure 3.1.1 Johnson Matthey, Nilai Building

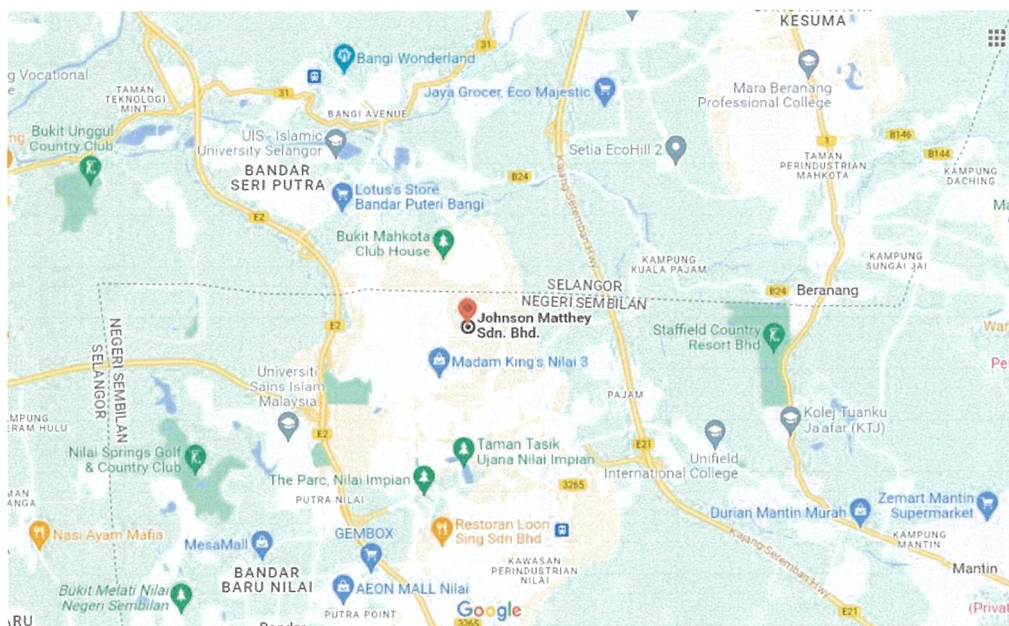


Figure 3.1.2 Johnson Matthey Maps

3.2 COMPANY VISION, MISSION, OBJECTIVE, GOAL

Vision

Our vision is for a world that is cleaner and healthier; today and for future generations.

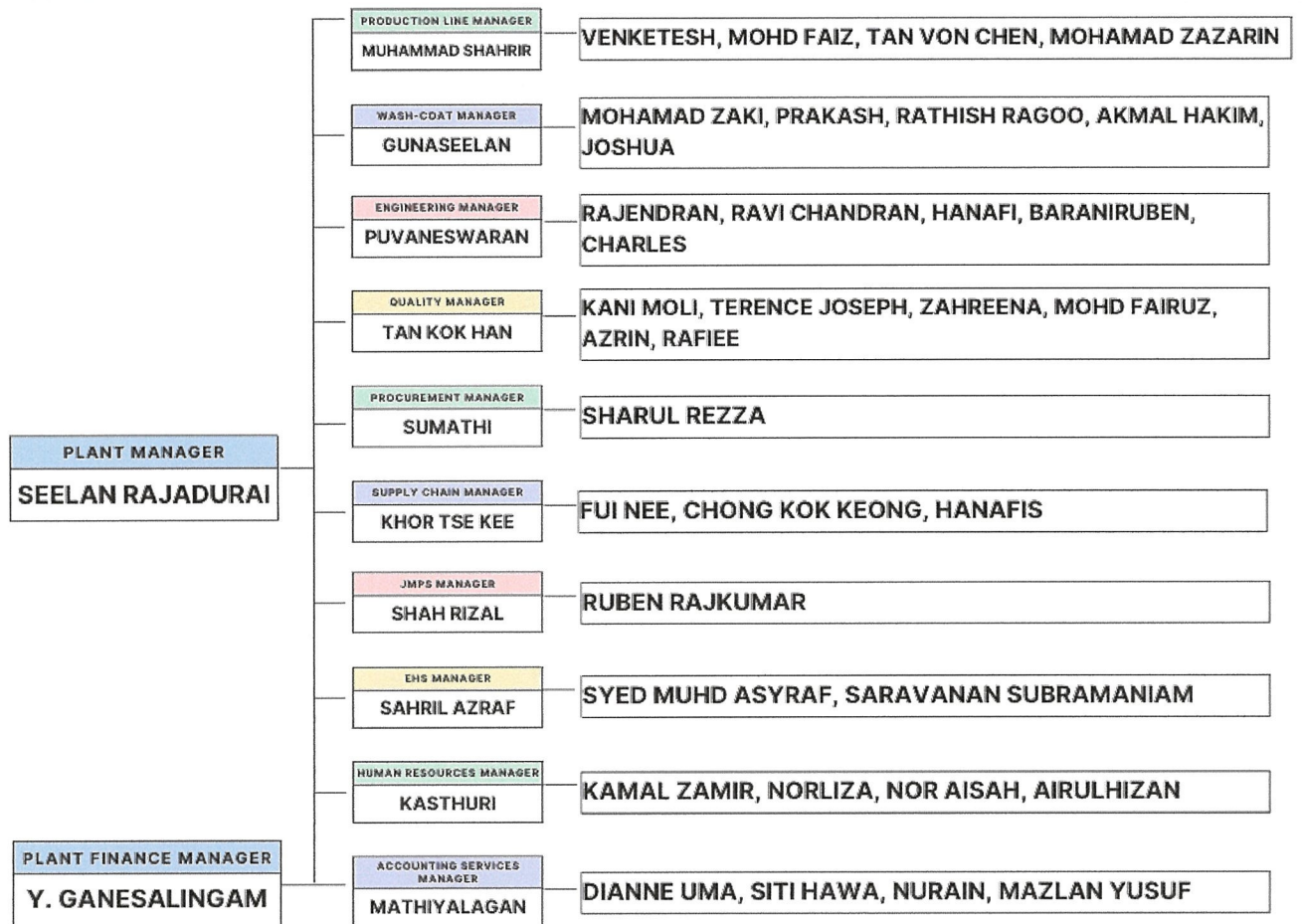
Mission

We're engaged in the cutting-edge science needed to understand how different cathode materials can reduce the time a battery takes to charge, and extend the distance a fully charged electric vehicle can travel.

Logo

The company logo symbolizes a special pair of initials, one unique logo which is strong, modern, recognisable and unmistakable. The letter forms have been drawn to be distinctive to us, and to reflect their brand identity which is Inspiring science, enhancing life. There's also a wordmark for when they want to spell out the name and brand identity together.

3.3 ORGANISATIONAL STRUCTURE



3.4 PRODUCTS AND SERVICES

Johnson Matthey is a company which produces catalysts, which is another name for catalytic converters. A catalytic converter lies between a car's engine and its exhaust pipe. It has catalysts that turn harmful emissions into harmless ones in order to remove pollutants from the car's engine. By assisting in the air we breathe purification, catalytic converters help protect both our health and the environment against smog, acid rain, and pollution. Catalytic converters use metal catalysts, which commonly consist of platinum, palladium, and rhodium, to clean up emissions from gasoline and diesel automobiles. These catalysts are nanoparticles that have been coated on a substrate, or "brick," to act as catalysts. Whether you have a petrol or diesel engine will determine the chemistry of your catalytic converter because they require different catalyst systems. In Johnson Matthey Nilai, we have two coating lines which is Precision line & Filter line and our products are 3-Way Catalyst (TWC), Gasoline Particulate Filter (GPF), Diesel Oxidation Catalyst (DOC), Selective Catalytic Reduction (SCR), Catalyzed Soot Filter (CSF).

4.0 TRAINING'S REFLECTION

4.1 DURATION: SPECIFIC DATE, WORKING DAY AND TIME

Grateful to Almighty, that I have been accepted to do the internship for twenty-four weeks at Johnson Matthey Sdn Bhd, Nilai. I have started working in this company from 1st March until 15th August 2023 which is the exact date that has been set by the university for the student to go through. As what is written in the offer letter given by the company and has been agreed by myself, I have to come to work from Monday until Friday only. For the time working, the company has been set according to their shift which needs to be complied by all the employees. For my working hours, I usually will come to work at 8 am in the morning and go back to home at 5.30 pm.

| Monday to Thursday | | | Friday | | |
|--------------------|-------------|----------|------------|-------------|----------|
| Start Work | Total Break | End Work | Start Work | Total Break | End Work |
| 7:00 am | 45 minutes | 4:30 pm | 7:00 am | 1 hour | 3:30 pm |
| | | | | 2 hours | 4:30 pm |
| 7:30 am | 45 minutes | 5:00 pm | 7:30 am | 1 hour | 4:00 pm |
| | | | | 2 hours | 5:00 pm |
| 8:00 am | 45 minutes | 5:30 pm | 8:00 am | 1 hour | 4:30 pm |
| | | | | 2 hours | 5:30 pm |
| 8:30 am | 45 minutes | 6:00 pm | 8:30 am | 1 hour | 5:00 pm |
| | | | | 2 hours | 6:00 pm |

4.2 DETAILS: DEPARTMENT, ROLES, RESPONSIBILITIES, ASSIGNMENTS, TASKS

For this industrial training, I was assigned to work in the Human Resources Department during that 24 weeks period. I have worked along with the other team members which total 6 including the admin staff. Actually for the HR team member, it consists of 2 admin assistants, 2 hr advisors which work at this Nilai plant, and the remaining 2 hr advisor is from the corporate office at Kuala Lumpur. So it can be seen that we are combining the human resource and admin position.

Basically, my role and responsibilities is to act as an HR intern which carries out all the tasks that have been planned and given by my supervisor at this company. For the first week as an intern in that company, my supervisor briefed me with the framework that she had listed and planned for me to do during that 24 weeks. Firstly, I have to digitise all the documents in the employee personal files by scanning and transferring them to the digital employee folder in Sharepoint. That was my first project from my supervisor and the objective is to make it easier for the HR staff to find the information about the employees and also to start going paperless for the future. Secondly, I have to engage and help the HR team to conduct a program or event such as International women' day, Mother's day, Father's day, Townhall, and others.

Thirdly, I also have to get a session with senior HR advisor, Encik Kamal in order to learn the payroll process which includes the claim expenses and overtime claim. So, basically he teach me the process, Next, the things that I continue doing through this internship is the recruitment process and also the termination process. I have learned from the first step which is finding the candidate, screening resumes, arranging interviews, doing a background check, arranging medical checkup, arranging orientation for the new hire, and others.

Furthermore, I also have to carry out the task related to industrial relations, which is to draft a show cause letter for the staff that had done an unethical behaviour. Then, I was also assigned to learn a training which includes HRDF, schedule, and TM./ATP. Besides that, I also had done posting in the Yammer for the project that I had successfully done for the company and employees.

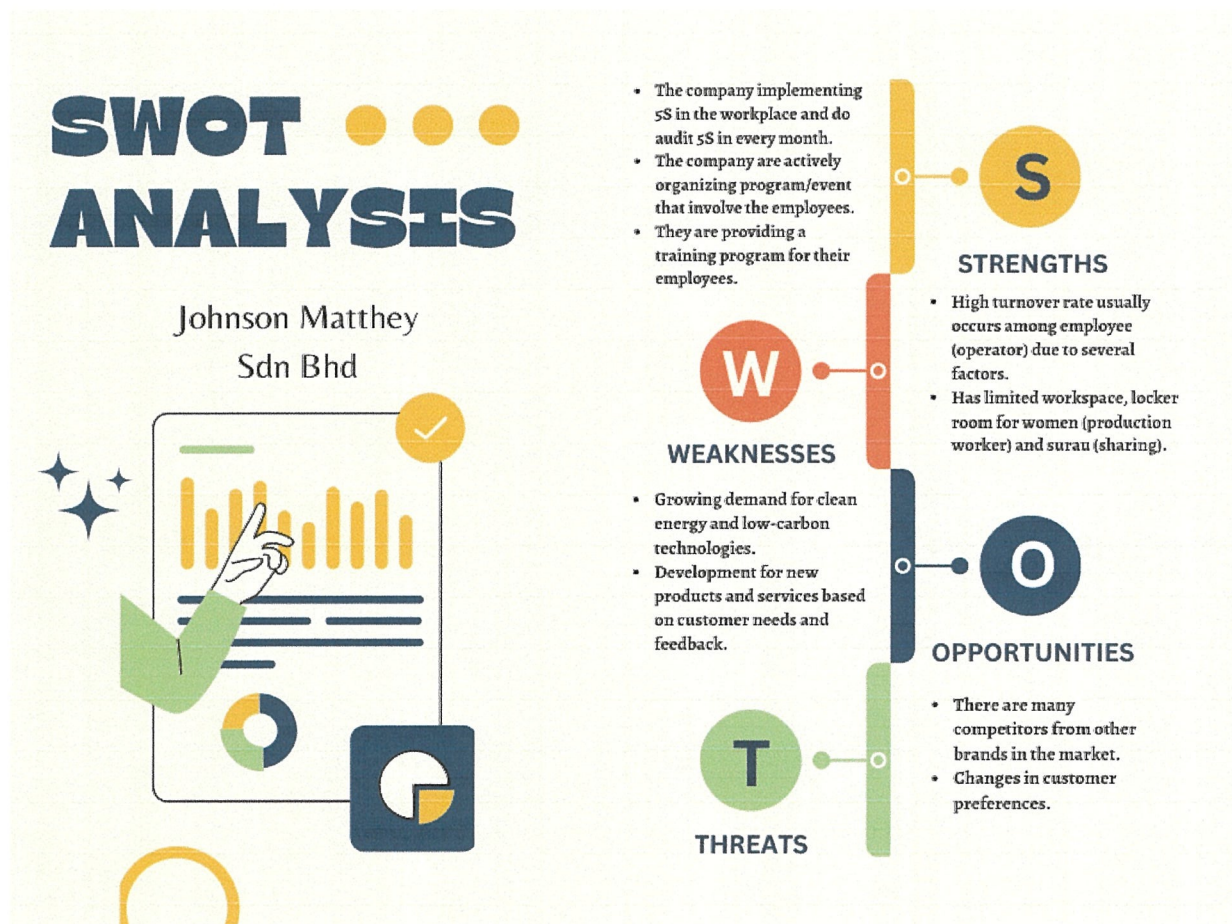
4.3 GAINS: INTRINSIC & EXTRINSIC BENEFITS SUCH AS ALLOWANCES, COMPENSATION, EXPERIENCES, KNOWLEDGE, SKILLS, ETC.

I can say that I am very lucky to be given the opportunity to work in this company and I am very grateful to Allah for his blessing. Actually for the first month I intern at their company, I am being paid five hundred ringgit as an allowance aligned with what stated in the offer letter, but then starting from the second month, the company has revised the allowances for all interns from five hundred to one thousand and five hundred. It is because the company had achieved their target by getting more profit than previous. So, I am so grateful and it makes me more excited to work in that company and make any contributions for their company.

Through twenty-four weeks of industrial training at Johnson Matthey, I have learned a lot about real life working and gained so much knowledge especially in the Human Resource field. Align with the objective of industrial training where they want the student to apply all the knowledge they learn in class to the real working environment. Some of the subjects that had been learned from the class really helped me to more understand and apply during this industrial training.

Furthermore, I also have gained a great experience in which I had done a project and presentation to all the employees within the company which include the level of manager. This project was given by my supervisor and I took a few months to complete it. The project is digitalization of Exit Pass in which I have to transform the digital form from manual (fill in form with paper and pen) to digital. Exit Pass is a pass that needs to be requested by the employee in order to exit the plant. They have to fill in the form and get approval from their manager. So from that paper form, I had to transform it to a digital form which can directly get the approval from the manager by using Teams or Outlook. So, it is easier for them to get the approval without having to meet their manager in person and just only using the mobile phone. I have to learn using the apps Microsoft Power Automate with one of the engineers at the company, Mr. Baraniruben in order to complete the project. It can be considered as one of my contributions that is being used by the company starting from now until future.

5.0 SWOT ANALYSIS



6.0 DISCUSSION & RECOMMENDATION

6.1 STRENGTHS

6.1.1 Implementing 5S in the workplace and auditing 5S every month.

In Johnson Matthey Nilai, safety and cleanliness can be considered as the most important thing for them to maintain. Everything must be clean and organized according to what has been set by the company. First, 5S can be defined as a five step methodology that is being used by certain companies in order to create a more organized and productive workplace. It helps to reduce waste, improving flow and reducing the number of processes where possible. The 5S system ought to be used in the workplace because its implementation can lead to more efficient ways of completing tasks.

For instance, company operations can run more smoothly when employees consistently clean up and organise their workstation. Organisations can begin to realise the benefits of 5S when they recognise the need to be proactive in reducing wastes, which could be unnecessary movement, waiting time, or a step in the process. In this company, they will do 5S for every month and will update any matter that has violated 5S that has been set by the company. Usually this action will be done by the manager after their Gemba Walk on Wednesday. Gemba Walk is a meeting of representatives from every department where they will gather in one place in the production.

Firstly, they will check and monitor everything inside the production and then followed by the admin office. For example, they will check whether or not our workspace is following visual standards, our drawers are organized according to its labels or if there are any wires sticking out. So if there is anyone who does not follow the rules, even if staff put the candy in the tools drawer, then they will snap a picture of that and update it in the excel and the 5S report. So this is one of the strengths of the company in which it shows that the company is very organized and very concerned about cleanliness and discipline. So all the employees will learn how to always organise their workstation and always follow the rules.

6.1.2 Actively organizing a program/event for employees.

During my internship at this company, I could see and clarify that they, especially Human Resource Teams, are very actively organizing an event or program every time there is a celebration such as Mother's day, Father's day, Boost, Hari Raya Aidilfitri, Ergonomic Week, Quality day and any other celebration. In the first month of internship, Puan Norliza, HR advisor, has asked me to be involved in doing the event of International Women's Day. I had engaged and helped in preparing the gift that needed to be given to all participants. Other than that, I also help to arrange and set up the place which is the Training room II where we want to run the event. I observed that every month there will be an event or program that is being held at that company whether it is organized by the Human Resources department or any other department.

It shows that the company is very good in making all employees engage in every program or activity that is being held. That was one of the objectives that they wanted to achieve in order to organize that. This can help every employee to create a bonding between each other because the event usually involves the activities, quiz, games that need to be done in a group of employees from different departments. According to the Hr Advisor, all of this event that is being held is a must and compulsory for them to organize once there is a celebration.

6.1.3 Providing a training program for employees.

According to one of the HR team, Puan Nor Aishah, the company is actually actively providing a training program for all the employees every year. Every year, HR will give a form to all managers from every department to fill in for what training that they want to attend. Then the manager will fill in all the details such as job description, the training objective, what training they want to achieve, the target date to get training, and also fill in for the other workers under their department. For instance, the training that is being proposed is English training. There are three types of training which is public training, online training, and in house training. Public training means that one or two workers are attending training outside of the company while online training is just attending online through Microsoft Teams or other applications. In house training is conducting training inside the company where they will invite outside trainers to come to the company.

One of the ways to maintain and sustain the culture of actively providing training and organizing the program or event for the employees is by **providing more budget** for incharge staff to do that. By providing more budget, so that everything they can plan and do without any problems related to finances. It makes them more enthusiastic and enjoy organizing the program which makes all the employees engage in their activities. Besides that, they also can plan or do more activities that can attract the employees to participate and make it valuable for them. In conclusion, providing more budget for organizing events and programs for employee training is a worthwhile investment for the organization. It can help the organization enhance its performance and culture by improving the skills, knowledge, happiness, and retention of its employees. It can also help the organization attract and develop curious and agile people who can adapt to the changing needs of the market and customers.

As for the recommendation, in my opinion, **offering monetary or non-monetary incentives is one of the ways that companies can celebrate and recognize 5S achievements**. This means that the employees who follow the procedure and do best practices related to 5S can receive some form of reward or benefit from the company. This can be either money or something else that has value or meaning for the employees. Some examples of monetary incentives are bonuses or raises. These are extra payments or increases in salary that the employees can receive based on their performance and contribution to 5S. For instance, an employee who consistently sorts, sets in order, shines, standardize, and sustains their work area may receive a bonus at the end of the month or a raise in their next paycheck. Some examples of non-monetary incentives are vouchers, certificates, or recognition awards. These are gifts or acknowledgments that the employees can receive for their achievements and excellence in 5S. For example, an employee who improves the efficiency and safety of their work area by applying 5S principles may receive a voucher, a certificate of appreciation, or a recognition award from the company. The purpose of offering monetary or non-monetary incentives is to reward the employees for achieving specific goals or milestones related to 5S. This can motivate them to continue to follow and improve the 5S standards and encourage others to do the same. It can also show that the company values and appreciates their hard work and dedication to 5S.

6.2 WEAKNESSES

6.2.1 High turnover rate due to several factors.

Since I undergo industrial training at this company, I have been given a chance to manage or be exposed to the recruitment and termination process. So, what I observed is that there are problems with high turnover rate since I can see that many of the new workers/ new hires are being re-signed but this usually happens for production employees. Other than that, I also can see the list of all employees who are being re-signed. It is not very sure what are the main factors that contributed to that resignation. But there is a factor that I can conclude is because they are unable to carry out the job. Some of them said that they are not suitable and can't stand to work in that condition or environment in which it is too hot and have to stand for a long time to work. Besides that, I also heard that some new workers are not good at getting along with other workers and consumed by being bullied by others. Other than that, maybe they are targeting to get a higher pay that is worth it for what they do. This could be a reason for the employee who worked in the office that chose to resign.

6.2.2 Has limited workspace, locker room for women and surau.

This is one of the weaknesses and problems that are faced by the workers especially for women operators. This problem is also raised by the employee in the program of Town Hall where Human Resources staff have to listen to the complaints and expressions from employees. I know about this matter because in that program, I have to take notes about their complaints. Then I also observe the situation that makes them complain about it. The problem of the locker room is because they do not have a place to sit and take a rest on their break. So they request the company to put the chairs in the locker room for them to sit in order to change shoes or to take a break. After hearing their complaints, they actually discussed it with the manager but still there is no suggestion or something that they can do in order to solve this problem.

One of the ways to overcome high turnover rate in manufacturing company is to **carefully consider the hiring process**. This means that the company needs to find the right candidates for the position, who have the skills, attitude, and fit for company culture. The company also needs to manage their expectations and showcase the work environment, so they know what to expect from the job and the company. Firstly they have to find and choose the candidate that has experience working in the same condition in terms of heat and standing doing work. So that the candidate will not choose to resign because of that situation. Furthermore, the company also has to be transparent where it should communicate clearly about the salary, benefits and expectations. So that they are not expecting too much from the company and if it does not meet their expectation, they decide to resign. These ways can help to improve the quality of hires and reduce the risk of turnover due to poor fit, performance, or satisfaction. It can also save time and money by avoiding bad hires and retaining the best employees because this company has to pay a large cost to hire one employee since they are doing a background check and medical checkup which include the allergy test.

In my opinion, I think the company should find a way to solve the problem since it has become one of the complaints from the employees. Of course, the women operator also wants a comfortable place for them to place their things, change shoes, and take a rest when they have a break. Since the locker room for a man can be said to be large and comfortable. The company can choose between two options whether doing a **renovation or enlarging** it. A renovation would involve fixing any damages, updating the design and equipment, and making the locker room more comfortable and functional. An enlargement would involve adding more space to the locker room, either by extending its walls or by acquiring an adjacent area. This would increase the locker room's size and capacity, and allow more employees to use it at the same time. Both options have their advantages and disadvantages, and the company needs to weigh them carefully before making a decision.

6.3 OPPORTUNITIES

6.3.1 Growing demand for clean energy and low-carbon technologies.

One of the opportunities that the company has is growing a demand from customers for clean energy and low-carbon technologies. Align with the target that they want to achieve in 2050 which is net zero carbon. (*Net Zero by 2050 – Analysis - IEA*, 2021) Net zero carbon is a situation where the amount of greenhouse gas emissions from human activity is no more than the amount taken away. (Wood, 2021) It is not about eliminating emissions completely, but about balancing them with emissions reductions or removals. Clean energy and low-carbon technologies include renewable sources such as solar, wind, hydro, and biomass, as well as innovative technologies such as hydrogen, carbon capture, and electric vehicles. These technologies can help decarbonize various sectors of the economy, such as power generation, transportation, industry, and buildings. According to the International Energy Agency, clean energy and low-carbon technologies can account for 80% of the global energy supply by 2050, if supported by adequate policies and investments.

6.3.2 Development for new products and services based on customer needs and feedback.

Another opportunity for Johnson Matthey, Nilai was development of new products based on customer needs and feedback. Based on what I have heard from one of the HR staff in the company, for now the company is looking for ideas to create a product. This is because in recent years many companies are releasing electric cars in which it can affect the demand for the product. So now the company is planning on developing a new product or also improving the quality of their product in order to maintain getting the profit. In order to develop a new product, this requires a deep understanding of the market and the ability to identify emerging trends and technologies. The company must continually invest in research and development to create innovative solutions that meet the changing demands of their customers. By staying attuned to customer demands and adapting to changing market conditions, catalytic converter manufacturers can remain competitive and deliver products and services that meet the needs and expectations of their customers. This ongoing process of product/service development is crucial for catalytic converter manufacturers to stay ahead of the competition and play a meaningful role in safeguarding the environment.

As for the recommendation, **the company should use high and modern technologies.** In today's rapidly advancing world, it is imperative for all industries to keep pace with the latest technology in order to sustain in the market. Advanced technology not only accelerates the production process, but also enhances the quality of the products. The use of high-end technology can help these companies to innovate and develop new products that cater to the ever-evolving demands of the automotive sector. Furthermore, technology also brings about a certain level of automation and precision that helps in maintaining the consistency and quality of the products. Using high-end software solutions and equipment like 3D printing and machinery automation can help reduce human error which could result in defective products. The latest technology also enables these companies to monitor their products in real-time and enhance their performance as per the changing requirements.

Another recommendation to deal with it is by **collaborating with experts who have extensive experience in the automotive industry.** (Rozgus, 2023) Experts in this field have detailed knowledge of the current trends, efficient manufacturing processes, and innovation opportunities for the production of catalytic converters. They can provide valuable insights on essential design aspects, such as engine power outputs, emission control requirements, and fuel efficiency associated with specific models of vehicles. Moreover, experts in the automotive field possess a broad understanding of the global market, customers' needs and wants, regulatory environments, and established distribution channels. By collaborating with these experts, the catalytic converter manufacturing company will gain a competitive advantage in terms of product innovation, safety standards, and overall performance quality. Additionally, the experts can share information on the latest advancements in sustainable technologies crucial for catalytic converter production, such as hybrid, plug-in, and electric cars. This collaboration can help the manufacturing company transition to the clean energy sector, where most countries in the world are aiming to reduce carbon emissions and achieve climate targets.

6.4 THREATS

6.4.1 Many competitors from other brands in the market.

For businesses of all sizes, competition is an inevitable aspect of the business world. It is an essential part of the commercial ecosystems, not a necessary evil. In actuality, competition may be an effective weapon for improving and growing your company. Of course this company also has their own competitors since they are not the only company that produces catalytic converters for any brands cars out there. It can come from new competitors or the existing ones. This company produces their product and sells to their own customers which are Toyota, Perodua and also Proton. In order to maintain the business in the market, they have to offer a good quality product that makes them different from other competitors to their customer. It may become more difficult to maintain in the future since nowadays there are many advanced technologies and ideas of changes such as electric cars.

6.4.2 Changes in customer preferences.

The manufacturing of catalytic converters poses a significant threat due to the constantly changing preferences of customers. The market for catalytic converters is dependent on the automotive industry, and consumers in this industry are frequently seeking new, innovative, and sustainable solutions. In recent years, more customers prefer vehicles that are more environmentally friendly, fuel-efficient, or convenient than those that use autocatalysts, such as electric vehicles (EVs) or hybrid vehicles. These preferences may reflect the growing awareness and concern for the environmental and social impacts of vehicle emissions, as well as the availability and accessibility of new mobility options. These preferences may pose a threat to Johnson Matthey Nilai because they may reduce the demand for autocatalysts or create price pressures for its products. However, these preferences may also create an opportunity for Johnson Matthey Nilai to innovate new solutions that can meet the customer needs and expectations for low-emissions transportation.

For the recommendation, in order to deal with the competitors out there, **the company has to keep innovating** in terms of their product so that they can maintain in the market or industry. (Rozgus, 2023) This means that the company should not be satisfied with the current state of their products, but always look for ways to make them better or create new ones that can solve the problems or meet the needs of the customers. Innovation is essential for staying competitive and relevant in the market, as well as for creating value and growth for the business. Manufacturers must constantly explore new ways to improve their products, whether by enhancing their effectiveness, reducing their cost, or making them more environmentally friendly. This requires both a willingness to invest in research and development and a long-term vision of the market and its potential future needs.

Another recommendation to deal with the threats is by **monitoring the trends and developments in the market** because it can help the company continue to serve the evolving needs of consumers. This means that you should be aware of what is happening in the market that can affect your business or create new opportunities. For example, you should know what are the customer preferences, needs, or expectations; what are the competitors' strategies, strengths, or weaknesses; what are the regulatory changes, environmental issues, or social movements; what are the technological innovations, disruptions, or breakthroughs. You can use various sources of information to monitor the market such as surveys, reports, news articles, blogs, podcasts, social media, or industry events. Getting information on the sales of comparable products from competitors is a crucial part of keeping track of market trends. This information can be used to more accurately determine existing demand for catalytic converters and to discover market gaps that the company could potentially fill. Additionally, it's important to monitor customer attitudes and priorities towards environmental issues and take into consideration how these may affect the market for environmentally friendly technology like catalytic converters. As options for hybrid and electric vehicles continue to expand, monitoring market trends becomes even more essential to stay ahead of the curve.

7.0 CONCLUSION

The conclusion of my internship report marks the end of a fulfilling journey that has provided me with valuable knowledge and practical industry experience. During this internship, I have been able to gain a deeper understanding of the working culture, principles, and dynamics that regulate the contemporary business environment. It has given me an opportunity to apply what I have learned in my academic studies to real-world situations and to observe firsthand how business processes and operations take place in a practical setting. Throughout my internship, I was tasked with some projects and responsibilities that related to human resources. My experience at Johnson Matthey has been invaluable, as I have not only gained practical knowledge in the field of HR, but also developed critical skills in communication, project management, and problem-solving.

Furthermore, throughout this 24 weeks of internship in this company, I am able to learn and observe the strengths, weaknesses, opportunities and threats of this company and be able to discuss it in this report. Other than that, I am also able to come up with a recommendation that may be useful to sustain or deal with that swot analysis. But it is not all from my ideas, some information might come from the staff in the company in which I asked them for the information and explain it to me so that I can understand it. I'm so grateful that they are kindly sharing with me information and explaining for better understanding.


Overall, my internship at this company has been an incredibly rewarding experience that has allowed me to gain practical knowledge in Human Resources, develop critical skills, and build relationships with leaders in the field. There is a lot of knowledge that I had never known before and now I gained it through this internship including the skills that I had improved. The internship experience has been incredibly enriching and has affirmed my interest in pursuing a career in HR. I really hope that the skills and experiences gained during my internship will serve me well as I continue to pursue a career in HR.

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9.0 APPENDICES



Nurul Farahansa Ishak

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JM NILAI: STAFF EMBRACE DIGITAL EXIT PASS SYSTEM

As part of our HR new enhancement, we have launched the Exit Pass Digitalization on June 19th, 2023. This system aims to simplify the process of requesting and approving exit passes for JM Nilai staff who need to leave the plant for various reasons. Instead of using paper forms, staff can now use a digital application to submit their requests and get instant approval from their managers.

Switching to a paperless system is an important move since... see more


How To Use:


- Scan QR code or click/type the link below and fill in the form with the correct information.


<https://forms.office.com/e/8UfmbeVHjH>

QR code will be distributed on:

- TV
- Emel
- Post in SS







New Enhancement

as from 19/6/23

Yammer posting of my Digitization Project



HR Leaders from England, China visit our plant and have a talk session with the HR team in Nilai.



Sport activities (bowling) organized by company at every month for all employees