BA240 - BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

FACULTY OF BUSINESS AND MANAGEMENT

INDUSTRIAL TRAINING REPORT
(MGT666)

CELESTICA GBS MALAYSIA SDN BHD

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EXECUTIVE SUMMARY

This report describes and explains my journey of industrial training at Celestica Malaysia Sdn Bhd within 24 weeks to fulfil the requirement for internship (MGT666). Celestica Malaysia Sdn. Bhd. provides business design services. The Company offers a wide range of services such as logistics, fulfilment, product data management, engineering, and supply chain services for enterprise, communications, consumer, aerospace and defence, industrial, alternative energy, and healthcare sectors. The company was in Kulim, Kedah but I was required to work from home.

This report addresses all of the requirements specified by the faculty for the industrial training report. It was divided into three sections: SWOT Analysis, the matching stage, and PESTEL. During that time, I was able to identify and explain the company's strengths, weaknesses, opportunities, and threats. It allows me to concentrate on internal and external factors that may have an impact on the company.

Furthermore, industrial training allows me to improve and expand my skills, abilities, and knowledge. It was a good experience and memory because I gained not only experience but also new friends and knowledge. Even though I was working from home, I learned a lot about the working environment and the nature of work, even though it was very different from what I had learned at university.

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2.0 INTRODUCTION

2.1   COMPANY'S BACKGROUND

Celestica Malaysia Sdn. Bhd. provides business design services. The Company offers a wide range of services such as logistics, fulfilments, product data management, engineering, and supply chain services for enterprise, communications, consumer, aerospace and defence, industrial, alternative energy, and healthcare sectors. Celestica extends services throughout the world. There is also Celestica GBS Malaysia Sdn Bhd.

GBS is an established organization within Celestica tasked with the delivery of global business services and solutions that enable Celestica's profitable growth. GBS is also a different way of organizing work that previously was done in disparate parts in Celestica. That work is done in teams organized based on processes, which are focused on outcomes that create value for our customers. Some of the work is done within GBS and some has remained within the functions. The Company offers a wide range of services such as logistics, fulfilments, product data management, engineering, and design and manufacturing for enterprise, communications, consumer, aerospace and defence, industrial, alternative energy, and healthcare sectors. Celestica serves customers worldwide (Celestica , n.d.).

2.2   MISSION

Celestica enables the world's best brands. We build trusted relationships and solve complex technology challenges to help our customers realize greater value, potential and outcomes.

2.3   VISION

To consistently deliver tangible value through strategic alignment with our stakeholders, flawless operational execution and world-class continuous improvement

2.4   PURPOSE

To unlock the potential of the future.

2.5   SERVICES OFFERED

Celestica offers smart supply chain solutions for the entire product lifecycle to help gain competitive advantage in the market. From design and engineering through to manufacturing and after-market services, Celestica helps to reduce costs, improve speed-to-market and drive innovation.

1. Design & Engineering

2. Hardware Platform Solutions

3. Manufacturing Services

4. Precision Machining

5. Supply Chain Services

6. Logistics & Fulfilment

7. After-market Services

8. Product Licensing Services

2.6   DELIVERY NETWORK

Celestica GBS leverages a global delivery network including hubs and satellites to deliver services and this supports a "follow the sun" approach. Customer-facing and stakeholder-facing hours of operation vary by geography and process.
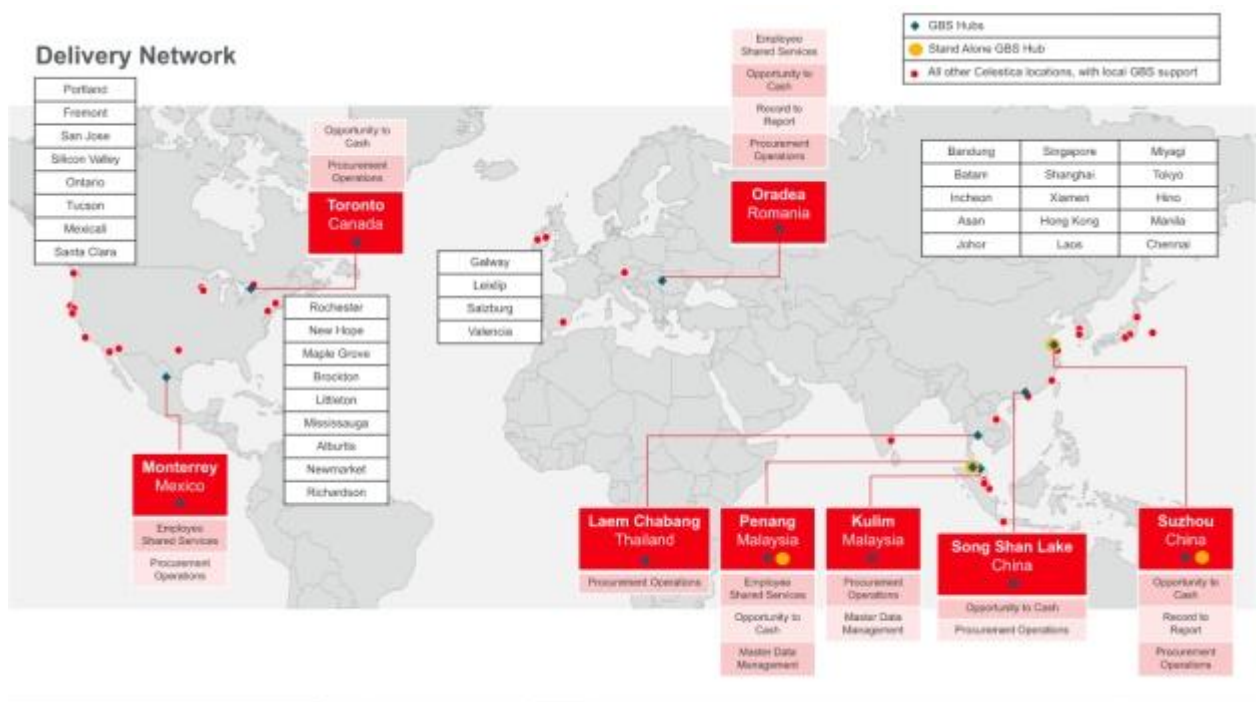
2.7   PDM TEAM ORGANIZATIONAL STRUCTURE

2.8   INTERACTION

On one globally integrated platform, GBS has developed various delivery channels for all clients to provide an enhanced and consistent user experience. GBS uses CRM software for easy access with an emphasis on speed to outcome and bringing value-add to the user. Clients can choose whether to call, email or create a case through the portal in order to interact with GBS.

2.9   DAILY HUDDLE

Daily huddles are a mechanism for teams to share priorities, review completed work, discuss barriers and praise team members. It is a way to share updates more often, so employees are more connected and aware. It can also reduce lengthier department meetings because employees are already aware of ongoing work projects. It is a short 30 minutes to 1 hour standing or virtual meetings for a remote context. Team members share their priorities, important updates and highlighting issues that can be in a discussion format which each member speaks in turn or just a casual meeting between team members.

2.9.1   COLLABORATION WITH GOOGLE WORKSPACE

Celestica migrated 180 days of email for employees and many files from IBM Lotus Notes document libraries to Google Drive, as well as creating a new intranet built on Google Sites. Previous shared inboxes became Google Groups, improving access and freeing up local hard drives. Celestica replaced its previous enterprise social networking platform with Google+, giving employees an easy way to connect with other Celestica professionals. Employees can now access their email, calendar and files anytime, anywhere, using any device, enabling Celestica to offer a voluntary bring-your-own-device (BYOD) program while keeping company data safe. Celestica used the mobile device management capabilities included with Google Workspace to replace its legacy Blackberry Enterprise Server (BES) environment, reclaiming software license costs.

3.0 TRAINING REFLECTION

3.1   EXPERIENCE

I started my industrial training on 5th September 2022 and ended on 17th February 2023. I was required to work from home from the day I join until further notice from the management team. On 5th September, I was asked to collect a notebook at Celestica. Then, I need to connect internet, log into the windows and communicate with my team. I began my internship and was assigned to report to my supervisor, Encik Mohd Shahimi Bin Mohamad Isa. My internship will last approximately 6 months.

My internship requires me to work from 8:00 a.m. to 5:30 p.m., Monday through Friday. My work, on the other hand, has flexible schedules, which means I can start and end the day whenever I want, as long as my work is completed and delivers a solid result. During my first week of internship, I was introduced to all my team members in the Product Data Management Department, which was led by Puan Rosnah Binti Rashid, through a Google meeting. Following that, I was given training materials and briefed on our role as PDM in order to better understand our scope of work.

I was trained by Encik Shahimi on how to use Matrix because it is the system that holds and manages all product related data the company builds for customers. My job description basically is to assist Koid Eng Hwa and Shyamala Devi in dealing with CATENA. These are services produced by Celestica Thailand, including design and engineering, JDM, manufacturing, supply chain, after-market, logistics and fulfilments.

3.2 ROLES AND RESPONSIBILITIES

I was assigned to Product Data Management lead by Puan Rosnah Binti Rashid, a manager in the team consists of a total of 12 members. Product data management (PDM) is a system that centralizes product-related data and processes. We use PDM software such as Matrix, Agile and NGPLM to track revisions, manage change orders, generate bills of materials (BOMs) and more. These software helps Celestica bring products to market faster by bringing all project data into one place, reducing time spent on low-value tasks, increasing product development agility and increasing collaboration.

During 24 weeks of internship, I have accumulated various experiences and wider new knowledge through activities and tasks had been assigned to me. My supervisor, Encik Shahimi encouraged me to do diverse task across the department. I was assigned to assist Koid Eng Hwa in managing CATENA which is related to Thailand Celestice site. Our responsibility is to review, analyse, organize and process bill of materials (BOM). It is a complete list of parts, item, assemblies, subassemblies, intermediate assemblies, documents, drawings, and other materials required to create a product. Depending on the product, it may include mechanical (hardware), electrical (ICs, PCBAs), software, and related documents and drawing.

I was also required to manage Approved Vendor List (AVL) in the Matrix system. AVL is a listing of various types of suppliers and providers that Celestica has agreed meets its standards in terms of quality and price and has authorized purchasing agents and others within the company structure to place orders with when and as required. My job was to update the list in the Matrix according to the Agile system.

Other than that, I was put in-charge of handling Aspect Data Correction Request (ADCR) in ServiceNow portal. This is to assist clients in submitting a request to the resolving team for urgent requests that needed to be updated immediately. However, this kind of request only happens occasionally and only for an urgent and important request.

I was also trained in Electronic Computer-aided Design (ECAD) where I helped to extract Component Placement List (CPL) for CATENA request. ECAD is a software used to design and create electronic structures. ECAD software allows us to create a printed circuit board (PCB) layout from Valor system, generate a virtual representation of the PCB showing component placement with 2D circuit board manufacturing documentation.

3.3 BENEFITS

3.3.1 ALLOWANCE

I was paid an allowance of RM1500 during five months of my internship in Celestica.
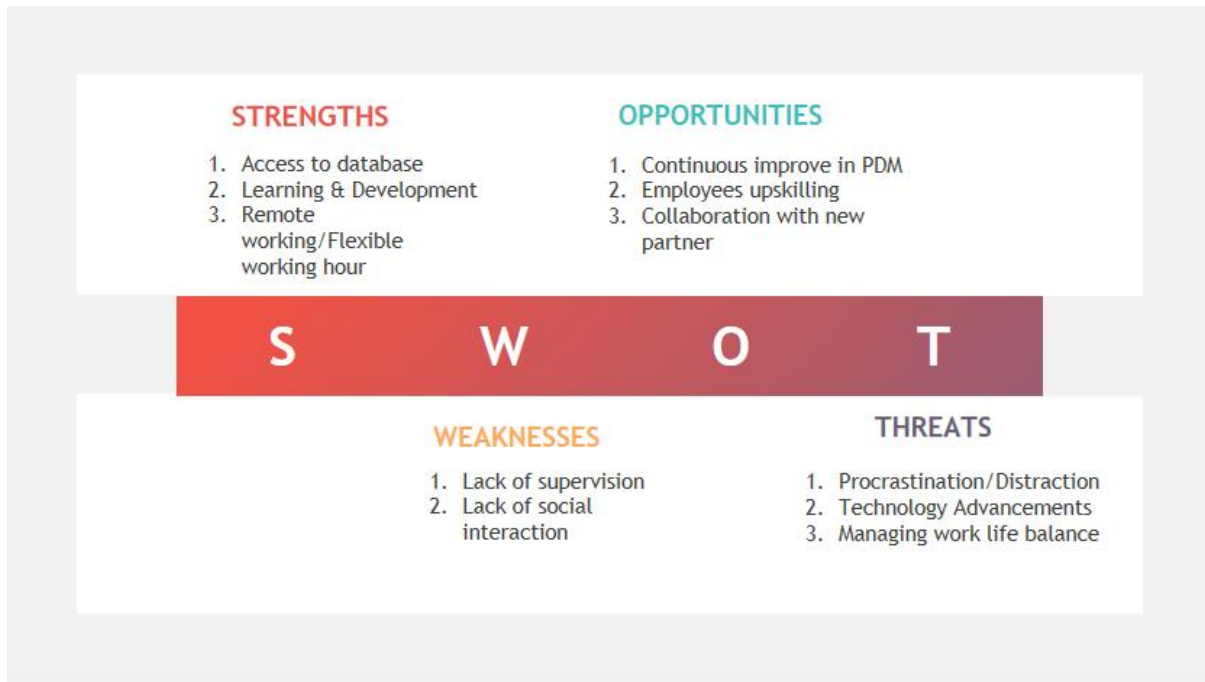
3.3.2 SKILLS

During the first month of my internship, I was provided with training materials to review and study for better understanding about my responsibilities. From time to time, my supervisor, Encik Shahimi or my mentor, Koid Eng Hwa will setup a google meeting to explain and train me on the tasks that I will be doing. From the training that I received, I was taught about systems and software that was used in Celestica.

Despite working from home, I learned how to communicate and build relationships with the people I worked with. I learned how to introduce myself, talk about my interests, knowledge and skills, as well as how to ask questions and gain better understanding of businesses. This process overall helped me develop my professional network as I get to communicate with a few Celestica Thailand engineers and emphasised the importance of creating these connections.

As an intern, I discovered it is essential to be enthusiastic and open to learning new skills, asking for more work and being curious to learn and gain knowledge even though I was doing an internship in a place that was not my field of study. This internship also sharpens my critical thinking in completing all the tasks that was assigned to me. This is because working from home needs me to ensure home setups, processes and systems were functional and able to perform efficiently outside of the office.

I was also able to manage my time wisely which means knowing what to prioritize, how to use my time efficiently and how to keep myself from getting distracted during the working hours. Nonetheless, I have been doing online learning for the past semesters, so it was easy for me to adjust quickly and easily to a new working environment.

4.0 SWOT ANALYSIS

STRENGTHS
1. Access to database
2. Learning & Development
3. Remote working/Flexible working hour

OPPORTUNITIES
1. Continuous improve in PDM
2. Employees upskilling
3. Collaboration with new partner

S W O T

WEAKNESSES
1. Lack of supervision
2. Lack of social interaction

THREATS
1. Procrastination/Distraction
2. Technology Advancements
3. Managing work life balance

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis is a framework to help assess and understand the internal and external forces that may create opportunities or risks for an organization (Peterdy, 2022) . Strengths and weaknesses are internal factors. They are characteristics of a business that give it a relative advantage (or disadvantage, respectively) over its competition. Opportunities and threats, on the other hand, are external factors. Opportunities are elements of the external environment that management can seize upon to improve business performance (like revenue growth or improved margins). A SWOT analysis helps evaluate where a company stands in a competitive market and what steps need to be taken for further strategic planning, helping decision-makers draw a future roadmap for the company. In conclusion, SWOT is an important tool to understand the health of an organization. It allows decision-makers to identify not only where an organization stands, but also where it needs to improve. This gives it the ability to be a proactive player in the market while helping it remain competitive.

5.0 DISCUSSION AND RECOMMENDATION

5.1   STRENGTH

   5.1.1   Access to database

GBS strives for operational excellence. It is a client-centric organization focused on value creation to support Celestica's growth agenda. GBS will deliver services to its stakeholders via three delivery channels which are process teams, embedded services and self-service. Over time, this continues to evolve to support the following key stakeholder groups such as employees, vendors and customers. These groups will interact with GBS through different channels focusing on providing services anywhere and anytime. In Celestica GBS, Matrix is used for vaulting and storing data. It is a general-purpose information management tool that is designed for multi-disciplined teams. It can be used across different computer environments. Matrix is a system that contains and manages all data related to the products that were built for the customers. Matrix is used to control the change management process within Celestica. Within Matrix, the stakeholder groups can find data related to any product Celestica built. Any information that is required in order to physically build a product can be stored and organized in the Matrix system.

   5.1.2   Learning and Development

Celestica creates its global learning and development programs to attract, retain and develop employees. They also encourage employees to manage their careers, expand their knowledge and skills and foster personal growth by engaging in new projects and initiatives or taking new roles and responsibilities. Celestica offers a blended learning approach by incorporating comprehensive e-learning experiences and instructor-led learning sessions. In support of employee growth, they promote the importance of continuous learning through participation in informal development opportunities and function-specific and global programs.

   5.1.3   Remote working/Flexible working hour.

The pandemic COVID-19 has rendered a large proportion of the workforce unable to commute for work. This has resulted in Celestica seeking alternative work arrangements. GBS teams are required to work from home as a laptop is given to all GBS employees and they may utilize services from Celestica database at home or wherever they are.

5.2 WEAKNESS

5.2.1 Lack of supervision

Employee productivity suffers as a result of a lack of supervision. Employers are responsible for directing and supervising an employee's work. Employees, particularly newly hired individuals, require guidance while performing their tasks. Because GBS teams work from home, they encounter difficulties or problems while performing tasks that require guidance and assistance. Poor supervision and late responses will cause the tasks to be completed late. As a result, employees will avoid tasks they find difficult or tedious, lowering their productivity.

5.2.2 Lack of social interaction

A lack of social connection with colleagues is one of the most common challenges of remote working. Working in an office has a built-in social element, which can be as simple as saying hello in the morning, eating lunch together, or having a quick conversation as you enter the office. These links promote employee engagement, job satisfaction, lower staff turnover, and other benefits. However, because GBS teams all work from home, they only have the opportunity to meet and get to know one another virtually.

5.3 OPPORTUNITY

5.3.1 Continuous improvement in Product Data Management

Product Data Management deals with controlling the product's structure and its parts. Also, with the classification of components and documents (Casarotto, 2021) . Improving design workflow in the system will allow Celestica to effectively control and retrieve information and manage document versions. In addition, it is essential for Celestica to connect development and production teams. In this way, designers can recommend the best production methods, while the manufacturing team can keep track of the queue of projects in development. Thus, improving communication and collaboration between teams opens the door for innovation. Different professionals can generate feedback and insights throughout the development process that bring innovative solutions to the product.

5.3.2 Employees upskilling

Upskilling employees can benefit a company in many ways. It can increase productivity and efficiency, improve the quality of work, and enhance problem-solving abilities. Upskilling can also make employees more adaptable and flexible and enable them to take on new responsibilities and challenges (Weichert, 2022). Celestica may want to train their employees to acquire new skills, ultimately enabling them to grow in their current positions and bring added value to the business. This is because the system they use in doing work is constantly being improved so that it is more systematic and easier to manage. By improving employee skills and learning about the scope of each task, employees can help each other if there are any problems encountered.

5.3.3 Collaboration with new partner

Innovation has never been exclusive to large enterprises, nimble start-ups or small-to-medium size enterprises - disruption has come from companies across the spectrum. Size does not matter in the acceleration economy, but an innovative manufacturing ecosystem does. It can help foster cross-industry collaboration and connect companies with research institutes and academia to ignite the development and manufacturing of products that meet rapidly evolving customer demands; more cutting-edge, more sophisticated, more efficient, more cost-effective, more transformative (Celestica, Adapt To Survive: Accelerating The Power of the Partner Ecosystem, 2019).

5.4 THREAT

5.4.1 Procrastination/distraction

Procrastination is a major cause of concern for everyone who works from home as they find themselves pushing deadlines backward. This will lead to more tasks piled up which results in stress. However, employees who work from home sometimes face problems such as not being able to enter the system due to certain reasons such as technical problems or having to share access with others.

5.4.2 Technology advancements

The technological advances in question are driven by a digital revolution that commenced more than four decades ago. These innovations are centered on the gathering, processing and analysing of enormous reams of data emerging from the information sciences with implications for countless areas of research and development. These advances promise significant social and economic benefits, increased efficiency, and enhanced productivity across a host of sectors (Kavanagh, 2019). With today's technological advancements and the ongoing risk of cyberattacks, protecting Celestica's information assets is everyone's responsibility. To ensure that Celestica are equipped with the proper training to protect data, employees are asked to complete the mandatory training course titled Data Protection and Data Destruction. This course covers best practices on how to use portable storage safely and properly discard sensitive data.

5.4.3 Managing work life balance.

Working from home eliminates the need for commuting. It also means that employees are having difficulty turning off, both literally and metaphorically, at the end of the day. Because people work on different schedules or in different time zones, emails and phone calls can go on well past the working hour. Furthermore, remote working reduces the likelihood of people taking sick days or vacations because any missed work can be made up on their own time.

6.0 PESTEL

6.1 ENVIRONMENTAL FACTOR

Growing environmental pollution, combined with technological advancement, has compelled businesses to implement novel recycling and waste management practices. Recycling has almost become a business necessity in some countries. Furthermore, Celestica places a high priority on implementing efficient waste management practises in organisational units located in or near urban areas. Moreover, the emergence of renewable technologies to reduce reliance on natural resources has emerged as a powerful trend in a variety of industries. Celestica should assess how well a country's technological infrastructure supports the use of renewable technologies in order to capitalise on this environmental trend.

6.2 SOCIAL FACTOR

Organizational culture is heavily influenced by societal norms, values, and trends. Understanding demographic trends, power structures, consumer spending habits, and shared beliefs can assist Celestica in developing effective marketing messages and meeting corporate objectives. Celestica's marketing department can use information gleaned from social and environmental analyses to target specific consumer groups and increase the appeal of offered products to potential buyers.

6.3 TECHNOLOGY FACTOR

In today's business world, where technological advancements are accelerating and businesses are heavily investing in emerging technologies to stay ahead of the competition, it is critical for Celestica to anticipate current and future technological trends to ensure long-term business survival. The rate and developments of technological innovation can have an impact on the overall market and industry. By keeping an eye on emerging technological innovation trends. Celestica will be able to comprehend the rate of new product development, product life cycle length, and innovative features that consumers prefer. Competitors' investments in automation technologies to reduce costs can compel Celestica to shift from manual to automated procedures, especially when people in that society are generally tech-savvy. Celestica can improve the user experience, achieve operational efficiencies, and position itself as an innovative organisation by investing in the right technological innovations.

6.4 ECONOMIC FACTOR

Celestica must understand economic factors such as foreign exchange/interest rates, labour market conditions, inflation, and saving rates because they affect the overall economic environment of the country. Celestica can forecast industry and organisational growth based on a thorough understanding of the economic environment. Wage rates and the availability of skilled labour, for example, are determined by labour demand and supply. Celestica must conduct labour market research and forecasting in order to understand how to attract talented employees and leverage their skills to improve business performance. When labour markets are flexible, Celestica can benefit from higher labour productivity. Working in rigid labour markets, on the other hand, may result in powerful labour unions raising labour wage and other issues. Celestica should also carefully consider the availability of skilled human capital, as a shortage of skilled labour can reduce business efficiency and make talent attraction and retention more difficult.

6.5 LEGAL FACTOR

Employment law is an umbrella term that refers to a variety of laws that protect the rights of employees, such as fair wages, equality, equity, inclusion, fairness, health, and safety. Some countries have no effective enforcement of employment laws, while others have strict penalties for violating any of the employees' stated rights. Celestica should ensure workplace safety while operating in those countries. Discrimination, both direct and indirect, must be discouraged through appropriate mechanisms. Effective compliance with labour laws can assist Celestica in strengthening its employer brand image, which is critical for attracting and retaining top talent in the market amid the ongoing talent war.

7.0 MATCHING STAGE

7.1   S2, O2 STRATEGY

Improve work productivity.

A company's objectives are furthered by highly productive staff. Productivity raises spirits and fosters an excellence-focused corporate culture, which improves the work environment (Freedman, 2023). A company can offer its employees incentives like bonuses, health insurance, and the chance to learn and develop new skills when it is very productive and successful. As the business prospers, it inspires employees and progresses their careers. The senior management of every organization must comprehend the importance of workplace efficiency if they are to achieve success. Leading a team in the workplace is never simple for an employer, especially when doing it from home. However, if managed diplomatically, the team can achieve important objectives and up their level of productivity significantly.

7.2   S3, T3

Tracking tasks & productivity/remote monitoring

Employers can increase productivity in the workplace by using employee monitoring as a key tool (Saleh, 2022). Early problem detection and resolution reduces the likelihood that later issues may get larger and need more time to resolve. Greater efficiency both within individual departments and throughout the entire business might result from early problem detection. Additionally, monitoring activities and productivity can make workers feel secure

and stable, which will make them feel appreciated for their contributions to the achievement of corporate goals. Employee appreciation makes a substantial contribution to increased production levels in the present and the future.

7.3   **W1, O2**

Increasing employee retention

FOMO, or the fear of missing out on wonderful possibilities, affects a lot of individuals. Employees may think that other employers offer greater career chances if they are not given a wide range of learning and development options to advance inside the company (Brush, 2019) . Job-hopping is bad for any business. However, by making investments in the education and training of the workforce, it will both raise their value to the company on the one hand while also giving them the impression that they are worthwhile on the other. They genuinely believe that they will play a role in the company's development and that there are no greater professional opportunities available. They continue working there and progress their careers as a result.

7.4   **W2, T3**

Improving social connectivity

Any business, but especially one that operates remotely, needs to be socially connected to succeed. During the pandemic, many people have never worked from home. Some workers have adapted to this style of employment, being more productive, content, and appreciating the flexibility it offers. Maintaining employees' social connections, productivity, and engagement is crucial. In addition, one of the secrets to an engaged workforce is encouraging team spirit. Employers must take care to maintain the sense of community that staff members felt at the office if they are to achieve this.

8.0 CONCLUSION

  Industrial training is one of the effective mediums for students to prepare themselves mentally and physically before entering the real working environment that full of challenges. At Celestica, I gained a lot of experiences and new knowledge from Product Data Management team. I have learned a lot from various experiences, practical skills, communication skills, ethics and professionalism. In technical skills, I have learned how to use different kinds of software and system that was used in Celestica. This internship also teaches me how to manage time wisely as I was working from home and to organize work more efficiently. It helped me to become independent and follow the instructions of each task given to me. Working with co-workers with different fields and skills, I have gained a lot of experience and knowledge from them. Furthermore, I was able to improve my capability in handling the tasks given as well as problem occur within the company which can build the critical thinking in making a wise decision to solve problems. I was also able to enhance my communication skills and build self-confidence to interact and confront with people. These valuable experiences and skills will help me to be prepared in facing the real working environment for current need of industry market.

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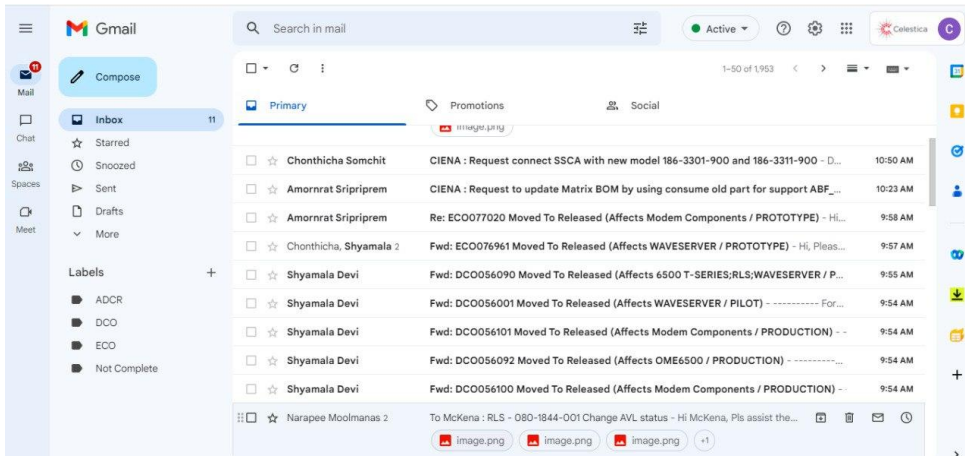and%20think%20critically.
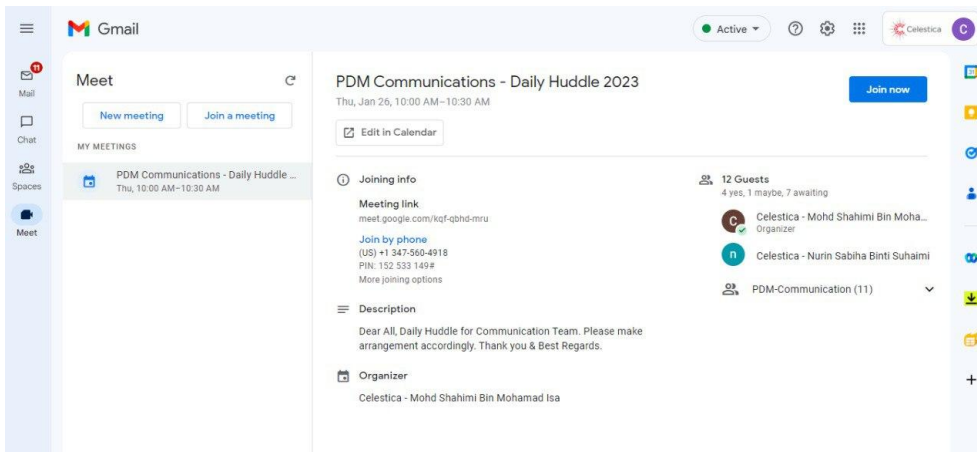
10.0 APPENDICES

(Appendix 1: Celestica Malaysia Sdn Bhd, Kulim Site)
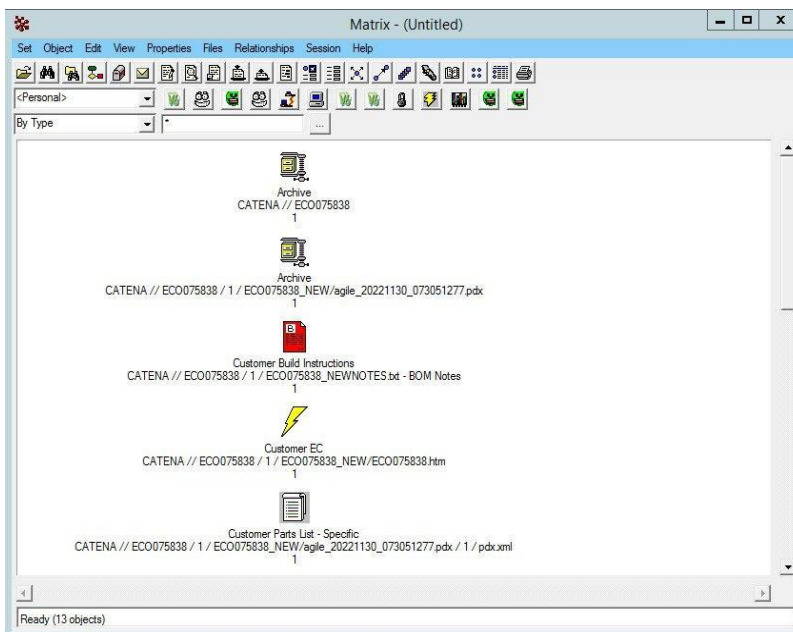

(Appendix 2: Lunch with PDM Team)

(Appendix 3: Tasks assigned)

(Appendix 4: Daily Huddle)

(Appendix 5: Matrix System)

(Appendix 6: Ropewalk Charity Event)