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UNIVERSITI
TEKNOLOGI
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UNIVERSITI TEKNOLOGI MARA (PERLIS BRANCH)

INDUSTRIAL TRAINING REPORT (MGT 666)

SWOT ANALYSIS



FULIJAYA GROUP

FULIJAYA MANUFACTURING SDN BHD

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PREPARED BY

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EXECUTIVE SUMMARY

My internship at Fulijaya Manufacturing Sdn Bhd is the best way for me to prepare for a future job. Although Fulijaya is only known as a local company, I was able to gain a variety of experiences during my six months there. Fulijaya Manufacturing Sdn Bhd is located in Lunas, Kedah, and they are operating in the production of oral care products like toothpaste, toothbrushes, razors, and more. They are offering the products under a few names, like Prodentol-B and Zenlab Pharmesan.

Beginning my internship at the end of August, I was assigned to the Finance Department under the supervision of Miss Lim Bee Fun. Working for five days a week, there were various tasks given to me, and among them I was asked to sort and process a new invoice using their system. Additionally, I will learn something new every day, such as how to reconcile a bank account, view payment vouchers, handle claims, and many other things. The finance department is placed quite far from other departments, but in my view, the relationships among the workers are very strong, and there are not many issues that arise among them. They organise a variety of activities to strengthen employee relationships.

During the course of performing all the tasks and viewing the company's environment, I could identify the company's performance in terms of product and administration. And from there, the main purpose of this report is to elaborate on the company's SWOT analysis and determine the best strategy to overcome it. As a medium-sized company, Fulijaya is excellent at offering products to meet customer demand and satisfaction, but they are lacking in advertising their brands to the public. The company is unaware of the opportunity and threat in the markets, as they seem more focused on the international market. Therefore, there are some suggestions that can be a good alternative for them to use in improving the company's performance.

TABLE OF CONTENT

	PAGE
ACKNOWLEDGMENT	i.
EXECUTIVE SUMMARY	ii
TABLE OF CONTENT	iii
1.0 STUDENT’S PROFILE	1
2.0 INTRODUCTION	2
Company’s Profile	3-5
Organizational Structure	6
4.0 TRAINING’S REFLECTION	7-9
5.0 PESTLE ANALYSIS AND SWOT ANALYSIS	10-11
INTERNAL FACTOR	
Opportunities	12
Threat	13
INTERNAL FACTOR	
Strength	14-15
Weakness	15-16
SWOT ANALYSIS	17
SWOT Analysis Matching Stage	18
6.0 DICUSSION AND RECOMMENDATION	
Strength and Opportunities	19
Strength and Threat	20
Weakness and Opportunities	21
Weakness and Threat	22
7.0 CONCLUSION	23
8.0 REFERENCES	24
9.0 APPENDICES	25-27

2.0 INTRODUCTION

Fulijaya Manufacturing Sdn Bhd is a Malaysian factory in the Kulim industrial zone. This company is said to be very strong in the oral care industry when it is seen that more accomplishments have been achieved in this industry year by year. Fulijaya Manufacturing was founded on November 1st, 1991, with the hope of establishing a company that would be responsible for the design, development, and manufacture of oral care products. A company started their operation by focusing on producing toiletries and oral care products like basic toothpaste, toothbrushes, and razors. In 1993, a company's operations improved as Fulijaya expanded its business diversification. The company is also into vacuum forming, PCV trays, plastic injection moulding, and lastly, packing materials.

Now, Fulijaya's hard work as a small industrial company has paid off. The company has been able to hire almost 200 workers in production and administration compared to the previous years, and with productive and highly skilled workers, they are capable of entering an international market. This is provable when the company is widely offering their capabilities as an original equipment manufacturer (OEM) for an overseas brand. In other words, Fulijaya Manufacturing Sdn Bhd held the responsibility to develop their own formulation for their main product, like toothpaste, and distribute it to other countries. Among the countries that export products from Fulijaya are Dubai, Singapore, the Middle East, and more.

2.1 COMPANY'S PROFILE



FULIJAYA MANUFACTURING

Fulijaya Manufacturing Sdn Bhd is a company that was founded in Lunas, Kulim. To be exact, they are located at Industrial Estate, 30, Lorong Makmur 13/1, Taman Makmur, and 09000 Kulim, Kedah. This local company is a subsidiary of Fulijaya Corporation Sdn Bhd and reports to Dato Tan Soo Nam. This company produces oral care products and also packages materials. The main products that the company focuses on are toothbrushes and toothpaste; in addition, among the local brands produced by this factory are ProDental-B and Pro-Care.

In addition, Fulijaya's success today is due to its commitment to applying ISO 9000 to its operations. ISO 9000 is a great mechanism for companies to increase productivity and improve business quality. It is also able to encourage investment, as obtaining ISO 9000 offers a competitive advantage for the firm. In Fulijaya, each worker from every department will receive a whole day of training to expose them to the company's objectives and goals.