

**FACULTY OF BUSINESS MANAGEMENT
BBA (HONS.) HUMAN RESOURCE MANAGEMENT
(HRM 666- HR INTERNSHIP)**



INDUSTRIAL TRAINING REPORT

RENESAS SEMICONDUCTOR (MALAYSIA) SDN BHD

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EXECUTIVE SUMMARY

Being part of Renesas Semiconductor (M) Sdn. Bhd., gave me so much experiences, additional skills and knowledge. In this report, I will explain and describes my personal observations, reflections, experience and opinions upon my industrial training as an intern purchaser in Purchasing Department Renesas Semiconductor (M) Sdn. Bhd. This report will consist of my Student's profile, company's profile, my training reflections, SWOT Analysis, discussion and recommendation, overall conclusion of my report and also appendices on intern experiences. SWOT Analysis is crucial in every company. From that, I will explain in details of SWOT Analysis of Renesas Semiconductor (M) Sdn. Bhd, and relate it with PESTEL analytical framework, which stands for Politics, Economic, Social, Technology, Environment and Legal. The main objective of this report is to evaluate students' knowledge and their reflections during 24 weeks' internship. It also necessitates students learning about the company and sector where we obtained during our industrial training.

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COMPANY'S PROFILE – NAME, LOCATION, BACKGROUND



Before it is known as Renesas Semiconductor (M) Sdn. Bhd., in 2002, it was established with name of Hitachi Semiconductor (M) Sdn. Bhd. RENESAS is a short form for Renaissance Semiconductor for Advanced Solutions.

This company located in Located in Bayan Lepas Free Industrial Zone, 11900 Penang Malaysia.

Renesas strive to be the first to meet the needs of the customers worldwide with the aim of becoming one of their most trusted partners.

Renesas Semiconductor (M) Sdn. Bhd. embodied with other 4 subsidiaries:

- o Renesas Semiconductor Technology (Malaysia) Sdn. Bhd. (RST)
- o Renesas Semiconductor (Malaysia) Sdn. Bhd. (RSM)
- o Renesas Semiconductor Design (Malaysia) Sdn. Bhd. (RDM)
- o Renesas Semiconductor (Kulim) Sdn. Bhd. (RSK)

COMPANY'S PROFILE – VALUES, VISION & MISSION

GROWTH VALUES OF RENESAS

- ❖ Customer Centricity
- ❖ Technology & Expertise
- ❖ Ownership & Integrity
- ❖ Values for Leadership
- ❖ Creativity & Technology
- ❖ Appreciation of Diversity
- ❖ Open Communication

VISION

Renesas creates leading semiconductor solutions that spark for innovation for a connected world, building a trusted brand that can be proud of.

MISSION

- DRIVE progress toward a safer, healthier, greener and smart world.
- DELIVER creative semiconductor solutions support that meet and exceed customer expectations.
- STRENGTHEN our offering to customers in focus segments through strategic partnerships, alliances and acquisitions.
- DEVELOP a global culture that encourages open communication, collaboration and respect for diversity.
- SEEK continuous improvement in everything we do.