

INTERNSHIP REPORT 23/24

SWOT ANALYSIS



UNIVERSITI
TEKNOLOGI
MARA



Celestica™

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CELESTICA MALAYSIA SDN BHD

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Course Code : MGT666

Executive Summary

The purpose of this Industrial Training course is to give me exposures on how working in industry, gain experiences, knowledges and to apply the knowledge that I had been learning throughout the last 4 semesters at UiTM Arau, Perlis. Students need to proceed with this course and pass in order to complete the Bachelor program with UiTM which is part of the University learning process. Moreover, this course is important and to make sure that students are able to proceed with their new life and adapt with the environment to begin their new life at their future workplace. This report is intentionally to have information from students on where they undergo their Internship, to know what does the students learn and gain knowledge throughout the 24 weeks periods of Industrial Training. Students are required to provide SWOT analysis to evaluate the company's overall performance internally and externally.

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2.0 Company's Profile



CMY is focusing on high-reliability ultra High Mix Low Volume Manufacturing and Engineering Services for the Aerospace & Industrial segments. The site is certified for AS9100, AS9110, NADCAP, ISO 9001, ISO 14001, ANSI/ESD 20:20, ISO50001 & ISO45001.

The site has established extensive Commercial Aerospace electronics manufacturing experienced workforce in the Competitive Cost Geography providing End to End Solutions to our customers. The service offering includes New Product Introduction, Value Engineering, Complex Supply Chain Management, Repair Services, Test Development, CCA's and System Integration Manufacturing. Celestica's Kulim operation specializes in new product launch, system integration, box build, fulfillment and supply chain management. The site is a Center of Excellence for the aerospace market.

The rapid acceleration of new technologies is driving advancements that are revolutionizing the way we live and work. We partner with our customers to design and engineer innovative solutions to support the most complex products across multiple markets. Driven by a global team of problem solvers, at Celestica, we always find the way.

Celestica is dedicated to delivering end-to-end product lifecycle solutions to drive our customers' success. Through our simplified global operations network and information technology platform, we are solid partners who deliver informed, flexible solutions that enable our customers to succeed in the

markets they serve. Committed to providing a truly differentiated customer experience, our agile and adaptive employees share a proud history of demonstrated expertise and creativity that provides our customers with the ability to overcome any challenge.

Company's Detail

Company's Name : Celestica Malaysia Sdn Bhd

The busy Kulim HiTech Park in Kulim, Kedah, Malaysia is home to Celestica Malaysia Sdn Bhd, where I finished my internship. It is a major force in the global electronics manufacturing services (EMS) market and is well-known for its creative solutions and dedication to quality.

Location : Plot 15 & 16, Jalan HiTech 2/3
Kulim HiTech Park
Kulim, Kedah, Malaysia 09000

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ABOUT SUSTAINABILITY

Sustainability is one area where our company is well positioned to lead change and drive innovation. In a time when the world is faced with climate change, rapid population growth and water scarcity, sustainability is about altering the current patterns of production and consumption. It is about acting responsibly now, so that future generations will have the resources they need. More than anything else, technology has the power to generate the right change. As a key link in the technology supply chain, we can lead the way.

'Spark Change' is a call-to-action for all of us to re-examine the things we do in order to develop better, more effective and creative ways to do them. If we question our daily activities through the lens of sustainability – including how we help our customers 'green' their supply chains, while reducing our energy and water consumption – we have an opportunity to inspire innovation, realize cost savings, and win new business. Sustainability is the compelling direction to take; it's the right thing to do and it's good for business.