

# INDUSTRIAL ATTACHMENT

MARKETING STRATEGIES TO PROJECT  
CARSEM AS THE BEST SEMICONDUCTOR  
SUBCONTRACTOR IN THE WORLD

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## TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	iii
PREFACE	iv
1.0 INTRODUCTION	1
1.1 ELECTRONIC INDUSTRY	3
A. ELECTRONIC AND SEMICONDUCTOR COMPANIES WORLDWIDE	
B. SEMICONDUCTOR INDUSTRY IN MALAYSIA	
1.2 SEMICONDUCTOR SUB-CONTRACT BUSINESSES /SERVICES	19
1.3 CARSEM (M) SDN BHD	27
A. PRODUCT OFFERS	
2.0 CARSEM STRATEGIES	31
2.1 QUALITY EXCELLENCE	35
A. PRODUCTS QUALITY	
B. SERVICES QUALITY	
i. RELIABILITY	
ii. ACCURATE	
iii. PRESENTATION	
iv. CLEANLINESS	
C. TOOLS USED TO ACHIEVE QUALITY EXCELLENCE	
2.2 ON TIME DELIVERY (CYCLE TIME)	43
A. TO CUSTOMER	
B. FROM VENDORS/SUPPLIERS	
C. PROPER SCHEDULING/PLANNING	
2.3 COMPETITIVE PRICING	45
A. TO CUSTOMERS	
B. FROM VENDORS/SUPPLIERS	
C. EFFICIENCY IMPROVEMENT	

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## PREFACE

Electronic industry is one of the fastest growing industries in the world. The derived demand for semiconductor devices as the building block of electronic industries, is rapidly increasing.

As production increases, the pressure toward lower price, higher quality and fast delivery also increased. To handle this demand, lowering the cost is one of the best solutions. By having offshore sub-contract assembly, electronic firm (semiconductor industries) can reduce their cost and survive in this competitive world.

There are more than 50 sub-contract assembly companies in this world. Their goal is to be the best among the best. Carsem (M) Sdn Bhd has portrayed excellent marketing strategies to project Carsem as the best semiconductor subcontractor in the world.

The report begins with a look at the electronic industry as a whole and semiconductor's position in the electronic industries. Attention would also be given as to when the semiconductor subcontractor business/services come:- and how much companies plan their strategies to be the best in the world.

## 1.0 INTRODUCTION

Electronic industry is one of the fastest growing industries in the world. In this competitive world of electronics, the concept of full automation represents the ultimate goal to much of the chip assembly industry, eventhough it's not likely to happen soon at most facilities.

In the future, as in the past, we can expect some of the players in the contract assembly industry to change. Some will vanish. Some will become dominant. Others will flourish as suppliers to their local markets.

So, to survive in today's highly advanced and ever changing world of electronics, marketing strategies play a vital role. Carsem (M) Sdn Bhd, formerly known as Carter Semiconductor (M) Sdn Bhd, has earned a reputation for providing excellent quality, reliability and superior service for its customers. These customers rely on Carsem's outstanding capability to package and assemble electronic chips according to their specifications and various industrial needs. Captive (dedicated) lines are also available at Carsem to meet specific customer needs.