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MARA

UITM BANDARAYA MELAKA CAMPUS
FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF OFFICE SYSTEMS MANAGEMENT (Hons).
(BA232)

MGT 666
SWOT ANALYSIS OF GES MANUFACTURING SERVICES (M) SDN.
BHD.



PREPARED BY:
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DURATION OF INDUSTRIAL TRAINING:
12 AUG 2024 - 24 JAN 2025 (24 WEEKS)

INTERNSHIP'S ADVISOR:
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SURAT KEBENARAN

Tarikh : 28/1/2025

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Tajuk Laporan	SWOT ANALYSIS OF GES MANUFACTURING SERVICES (M) SDN BHD	Nama Syarikat	GES MANUFACTURING SDN BHD

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Nama Pegawai : AIN HIDAYU MUSA
Jawatan : PROGRAM EXECUTIVE
No. Tel. :
No. Faks :

Cop jabatan/organisasi:

EXECUTIVE SUMMARY

According to the study plan, internship is the final course for all undergraduate programmes at the Faculty of Business and Management. Students are required to do internships or on-the-job training in areas related to their academic degree and subject of concentration. This internship course acts as a practical training ground for students to gain practical knowledge and workplace skills that will provide them with job experience and responsibility in carrying out duties set by the organization. It would improve practical abilities, knowledge, and attitude while carrying out the task.

This report presents an overview of my internship journey as a Program Intern at GES Manufacturing Services (M) Sdn Bhd, reflecting on the experiences, challenges, and growth opportunities that shaped my professional development. During my internship, I was actively involved in program operations, task coordination, and the implementation of various tools and systems, including SAP and Excel, which were essential for streamlining processes and improving overall efficiency.

As part of my role, I collaborated with team members across departments, contributed to project planning and execution, and supported initiatives aimed at achieving organizational objectives. I gained valuable insights into the intricacies of program management, including effective resource allocation, data analysis, and adherence to deadlines. The exposure to real-world scenarios enhanced my technical expertise and strengthened my ability to problem-solve under pressure. In addition to technical skills, the internship offered a platform to refine my soft skills, such as communication, teamwork, and adaptability. I learned to navigate dynamic workplace environments, effectively manage priorities, and foster productive relationships with colleagues and stakeholders.

To conclude, this report presents a comprehensive overview of my internship journey at GES Manufacturing Services along with the findings from the SWOT analysis conducted in TCS 2 department. It also included my recommendations that I derived from my own experience at this company.

Nurul Syahirah Binti Othman

2022798445

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1.0 ACKNOWLEDGEMENT



All praises to Allah (SWT), the Most Gracious and The Most Merciful. Alhamdulillah. Above all and always, we are eternally grateful to Allah for His mercy in providing the strength and intelligence for us during this internship journey and every blessing in our life, without His permission, none of this task would be possible.

First and foremost, I would like to express my gratitude to my internship advisor Dr. Saidah Farhanah Binti Sarkam from UITM Alor Gajah Malacca, who contributed in stimulating suggestions and encouragement, helping me to coordinate this journey really well for 24 weeks. I am so grateful because of her efforts and dedication to help me complete my internship report and presentation. She also always has time to answer my inquiries and make time to discuss until the final date of submission.

Secondly, I would like to convey my deep appreciation to Puan Ain Hidayu, Puan Liyana, Puan Noorain, Ainaa Aniyah, Miss Huey Hwa and Miss Gladys Cha. Every name that I mentioned here has helped me a lot during my internship in the Program department. I appreciate every knowledge and new skills they taught me.

Lastly, I would like to thank my family and close friends for all the support and encouragement to complete this degree journey. It is not easy without them to finish this report smoothly and excellently.

2.0 STUDENT'S PROFILE

2.1 Resume



NURUL SYAHIRAH BINTI OTHMAN

PERSONAL BACKGROUNDS

Nationality: Malaysian
Gender: Female

EDUCATION

Degree UITM Kampus Bandaraya Melaka Bachelor of Office Systems Management (Hons) CGPA: 3.22	2022-2025
Diploma Politeknik Mersing, Johor Diploma of Secretarial Sciences CGPA: 3.47	2017-2020

WORKING EXPERIENCE

Himalaya Wellness Aeon Tebrau (Part Time Sales Advisor) <ul style="list-style-type: none">• Demonstrated to customers how to use the product effectively such as hair care and health supplements.• Providing educational information about the benefits of maintaining wellness routine to customers.	July 2023-Dec 2023
Telekung Siti Khadijah Aeon Tebrau (Part Time Event Crew) <ul style="list-style-type: none">• Participated in plan and coordinate the logistics of the event such as booth setup and breakdown with other crews.• Maintain an organized and attractive displays of the telekung inside the booth.• Tracking the inventory levels and making sure stocks is sufficient enough during the event.	Mar 2023-Mar 2023
Ranhill SAJ Kota Tinggi (Internship) <ul style="list-style-type: none">• Prepared onboarding materials for new hires for internship.• Assists with the organization and implementation engagement activities and events such as bowling competition and dinner with other employees.	July 2020-Dec 2020

UNIVERSITY'S ACTIVITY PARTICIPATION AND VOLUNTEERISM

Turtle Tots Program (Activity Bureau) Pusat Konservasi dan Penerangan Penyu Melaka <ul style="list-style-type: none">• Monitor program progress and an adjustment if it is necessary.	Nov 2023
Southern Volunteers (SV) Kota Tinggi <ul style="list-style-type: none">• Help distributing the essentials to flood victim.• Monitor flood victim's comfort during the period in the temporary shelters.	Mar 2023

Figure 1: Student's resume page 1

AWARDS AND RECOGNIZATION

- Anugerah Ketua Jabatan (Politeknik Mersing) **2020**
- Anugerah Ketua Jabatan (Politeknik Mersing) **2019**
- Anugerah Ketua Jabatan (Politeknik Mersing) **2017**

LANGUAGES

- **Malay** | Native or Bilingual Proficiency
- **English** | Professional Working Proficiency

SKILLS AND INTERESTS

Skills: Microsoft Office (*Word, Excel, PowerPoint*), team leadership, social skills, team building, problem solving and adaptability.

Interests: Photography and videography, hiking and travelling.

REFERENCES

Nur Hazwani Binti Mohamad Roseli
Program Coordinator (Practical Training 2)/Senior Lecturer
UITM Cawangan Melaka Kampus

Figure 2: Student's resume page 2

3.0 COMPANY'S PROFILE

3.1 Company's Background

In 1989, Venture Corporation Limited was established as a provider of electronic services following the merger of three businesses. The group has more than 30 firms worldwide, with centers of competence in Southeast Asia, Northeast Asia, America, and Europe. Its headquarters are in Singapore. The Group is well-known for having in-depth knowledge and proficiency in a wide range of technological fields. These include advanced industrial, machine, printing, imaging, genomics, molecular diagnostics, medical devices and equipment, healthcare, luxury lifestyle and wellness technology, test and measurement technology instrumentation, networking and communications, and life science. To offer a wide range of unique services, Venture will continue to invest in new technologies and enhance the technical skills of its labor pool. It is the preferred partner of choice for over 100 global companies, which include Fortune 500 corporations, and ranks between the top in value chain management for leading electronics companies. In Johor Bahru, Malaysia, Venture has three companies under it which are GES Manufacturing Services located in Senai, Venture Pintarmas in Kempas, and also Technocom Systems in Kawasan Perindustrian Tebrau (GES MANUFACTURING SERVICES (M) SDN. BHD. - Company / Business Profile | JOHOR, Malaysia - CTOS, 2025).

Mission

To be a leading global provider of technology services products and solutions.

Vision

To be the best and most reliable electronics services provider and strategic global partner for successful global companies.

Core Values

- Relentless pursuit of excellence
- Rendering the highest level of total customer satisfaction
- Encouraging employees to realise their full potential
- Building strong cohesion and teamwork

- Fostering creativity and innovation

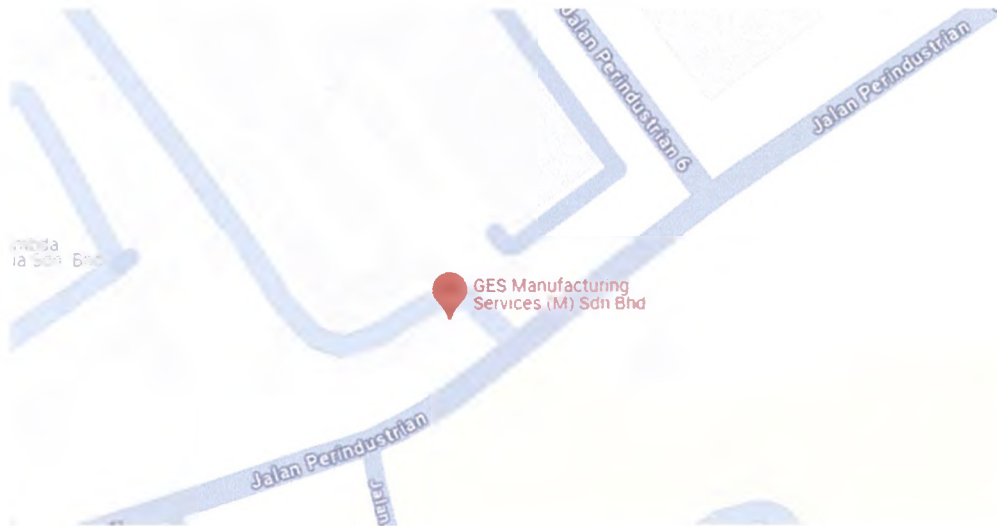


Figure 3: Location of GES Manufacturing Services (M) Sdn. Bhd.

Ges Manufacturing Services (M) Sdn Bhd was located in Senai. The address of the company is PLO 34, Fasa II, Kawasan Perindustrian Senai 1, 81400 Senai, Johor.

3.2 Company's Nature of Business

Venture Corporation Limited offers electronics companies all around the world contract manufacturing services. In addition, the business offers engineering, design, manufacturing, customization, and logistics services. Design manufacturability, reliability, cost, customer product distinctiveness, and a quicker time to market are all major advantages of Venture's seamless integration of product development and manufacturing operations. As the world transitions to quick, cashless, wireless, and intelligent payment platforms and services, Venture is well-positioned to offer its clients state-of-the-art solutions thanks to its experience in fields like power, optics, wireless communication, battery systems, multi-touch technology, software development, and miniaturization.

GES Manufacturing Services (M) Sdn. Bhd., a Senai, Malaysia-based company founded in 1990, focuses on producing computer peripherals. With about 1,300 employees as of 2023, the company works in the Computer and Peripheral Equipment Manufacturing sector. Although there are few sources that provide particular information on their product line and services, their emphasis on computer peripherals points to their involvement in the production of keyboards, mouse, printers, and other accessories that support computer systems. GES has worked with more than 10 big companies such as Panasonic, Infineon, Thermo Process, MKS and many more.

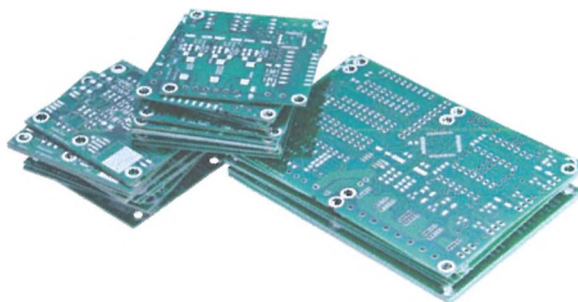


Figure 4: Picture shows the example of end product of Printed Circuit Board (PCB)

3.3 Organisational Chart

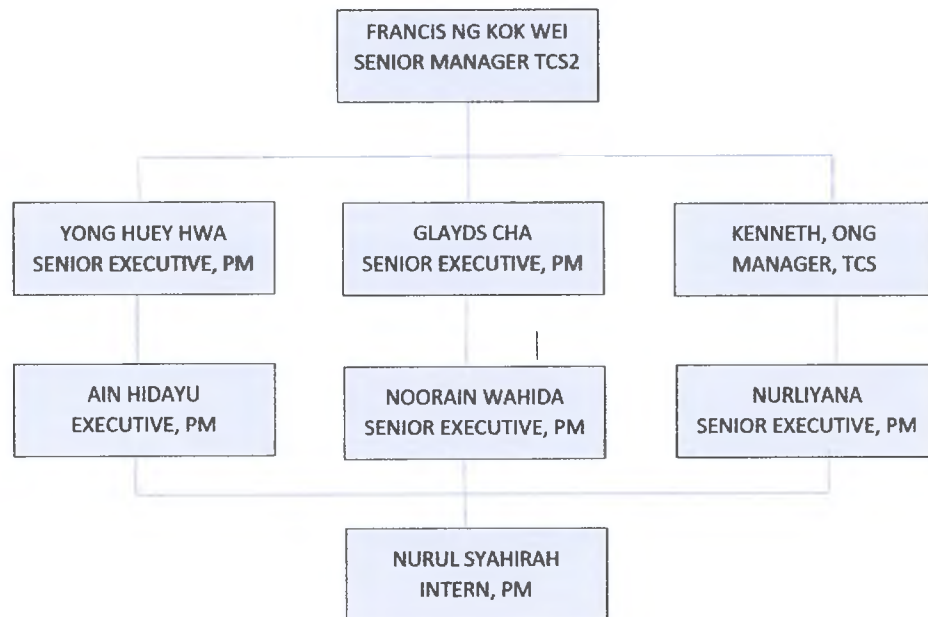


Figure 5: Organisational Chart of TCS 2 Department in Ges Manufacturing Services (M) Sdn Bhd, Senai.

Based on the figure shown, I was appointed as a program intern and I was supervised by Puan Ain Hidayu. However, Miss Huey Hwa took over her roles for a few months as she went on maternity leave for three months. I usually work under Puan Noorain, Puan Liyana and Miss Gladys for my daily tasks.

4.0 TRAINING'S REFLECTIONS

4.1 Internship's Responsibilities and Experience

I was appointed as Program Intern and my role was divided into daily, weekly and monthly routine. Basically, my role is to assist my Program Executive's tasks and help to ensure the smooth execution of programs, including managing administrative duties, coordinating schedules, tracking progress, preparing reports, and supporting the overall program workflow to meet deadlines and objectives effectively.

For the daily routines, I will help Miss Huey Hwa to arrange daily shipments to a few locations such as Nogales, Shattuck, Hongkong and Rochester. Basically, I will transfer all the shipment details such as part number, quantity, board revision, ship to code and unit price into Shipping Request Form (SRF). I have to make sure the form was accurately keyed in and no mistake shall happen. After that, I will proceed to email the warehouse and shipping department for them to proceed with the next procedures such as picking the items at the warehouse. Apart from that, I will help to submit daily Deviation Approval (DA) and Engineering Product Return Verification (EPRV) as requested from my supervisor or internal department.

Furthermore, for the weekly routines, I will prepare a Pull Plan report and MB52 to all teams every Monday. This task required myself to access the SAP systems to extract the report accurately. Besides, I have to update the PO tracker in excel where I will key in the part numbers and identify the changes of price or board revisions to be revised by the clients.

Next, for the monthly routines, I will create the credit note (VM10) as requested by my supervisor at the end of the month as for the last month's consumptions. This task required myself to bring the attention to detail as I needed to key in the part numbers, quantity and unit prices accurately without any mistakes. Usually, I took 2-3 working days to finish it since I had to do it manually into excel. Other than that, I will raise a monthly shipment for the return materials from customers. I will work solely on this and proceed to the shipping department for the next process of delivery.

4.2 My Internship's Reflection

During my internship at Ges Manufacturing Services (M) Sdn. I have had the invaluable opportunity to not only apply my academic knowledge but also develop a range of both soft and hard skills that have significantly enhanced my professional growth. These skills have equipped me to contribute effectively to the team and navigate the complex and dynamic environment of the company.

As for the soft skills, I developed teamwork skills in which I can work together as a group by exchanging ideas and innovation. Teamwork skills include a range of interpersonal skills which are very important for students to pursue their career in the future. Aside, I also developed time management skills where I always manage my time to complete my tasks before meeting the deadline. I make sure everything is organized and deliver the best quality to the organisation. The culture of time management here has taught us to not waste your time and need to be fast and efficient because time is not waiting for us. Other than that, my communication skills have slowly grown in me. I managed to improve my communication skills where my task usually involved communicating with another colleague which is older than me. I found that I struggle a little bit to communicate with someone who is older than me, however, most of the employees in my department have helped me a lot to break the barrier of communication throughout my internship.

Furthermore, for the hard skills, I have improved my technical proficiency such as using Microsoft Excel and SAP systems. I've become much more technically proficient, especially with SAP systems and Microsoft Excel. I can now analyze and interpret big data sets with ease because of my advanced skills in Microsoft Excel, which include using pivot tables, sophisticated calculations, and data visualization techniques. I have firsthand expertise using SAP to handle commercial operations including procurement, financial transactions, and inventory management. Next, documentation accuracy. Most of my tasks required a complex process which accuracy is very important and has taught me to be a more meticulous and more detailed person. Lastly, industry specific knowledge. Through practical experience and ongoing education, I have gained a thorough understanding of the industry's standards, laws, and best practices.

5.0 COMPANY SWOT ANALYSIS

Strengths <ul style="list-style-type: none">• Employees loyalty• Flexible working hour	Weaknesses <ul style="list-style-type: none">• Lack of guidance and training for intern students• Poor facility and infrastructure
Opportunities <ul style="list-style-type: none">• Strong relationship between customers and stakeholders.• Career growth for fresh graduates.	Threats <ul style="list-style-type: none">• Cyber attack into the company's system and productions• Competitors in electronic manufacturing

Figure 6: SWOT analysis of the TCS 2 Department in GES Manufacturing Services (M) Sdn. Bhd.

6.0 DISCUSSION AND RECOMMENDATION

6.1 Strengths

- **Supportive working culture**

Company with a good working culture can lead to employees' satisfaction to work with the company for a longer time. Furthermore, employees's satisfaction can be impactful to the company by enhancing productivity, reducing turnover rates, and fostering a positive work culture. According to my findings, satisfied and loyal employees are more engaged and motivated, leading to improved performance and a commitment to organizational success. This commitment reduces recruitment and training costs associated with high employee turnover. Moreover, a loyal workforce contributes to a stable and experienced team, supporting the company's performance and organizational goals.

For instance, at Ges Manufacturing Services (M) Sdn. Bhd., the program department is proud to maintain a remarkably low turnover rate, a testament to the loyalty and dedication of its employees, many of whom have been with the company for over five years. This loyalty stems from a supportive work environment, strong organizational culture, and meaningful recognition of employee contributions. The company places great emphasis on valuing and rewarding long-term commitment through initiatives like the Long Service Award, which celebrates employees who remain with the organization for five years or more.

To further enhance employee loyalty and productivity, I would recommend that Ges Manufacturing Services (M) Sdn. Bhd. implement a comprehensive employee rewards program that recognizes and rewards exceptional performance. By offering tangible incentives, the company can motivate employees to excel in their roles, fostering a culture of high performance and continuous improvement monthly and able to reach the monthly target. When employees feel appreciated and valued for their hard work, they are more likely to stay committed to the company and strive for excellence in their tasks.

- **Flexible working hour**

Flexible working hours can be defined as the possibilities given to employees to set their working times, working from any place they want. It implies setting limits, ordering activities' priorities, and allocating time for health, family, and hobbies. Besides, there are advantages of flexible working arrangements for employees and the company as well. Recreation enables people to enjoy good times and moments with their families and friends thereby improving personal relations. People who have a proper work-life balance generally report their well-being and satisfaction at work to be better and this therefore leads to an enhanced quality of their general life. Companies on the other hand benefit through enhanced productivity by employees when such people are less exposed to stress and are more satisfied with their jobs.

For instance, Ges Manufacturing Services (M) Sdn. Bhd. has made provisions for meeting the demands of its employees by providing its production teams and management staff with differentiated working hours. In the production division, workers follow a shift schedule which ensures that there is more human capital during peak production times. The management team is, however, more regimented in their hours of work and usually would adhere to the night shift that begins at 7:30 am on most days while ending at 5 pm, but on Saturdays the end time is adjusted to 5:30 pm.

To advance employee wellbeing and mitigate possible work interference with life, it is worthwhile to recommend Ges Manufacturing Services (M) Sdn. Bhd., the adoption of more reliable engagement plans which aim at ameliorating the working conditions, for instance, by providing flexible working conditions such as specified hours, hybrid jobs or even working at home where applicable. Because work-from-home (WFH) arrangements are now limited to maternity leave or illness in the case of Ges Manufacturing Services (M) Sdn. Bhd, the proposal should be to extend flexible working arrangements to include hybrid or intermittent work-from-home (WFH) for suitable jobs. This makes it easier for workers to balance their work and their family life.

6.2 Weaknesses

- **Lack of training in monitoring SAP program**

SAP software combines different functions of a company into a singular system and is a repository of information. This facilitates the simplification of business transactions by enabling employees in different business units to obtain up to date information about the enterprise. This leads to automated processes, reduced costs, increased business efficiency and productivity, improved service to customers, and greater profits for the company (Elbahri et al., 2019). Thus, it is important that interns are trained on SAP systems because it is a complex and multi-faceted software that is used to facilitate various business processes. The interns will be able to make a meaningful contribution to the organization by knowing how to use the tools and features of the SAP system. Interns without adequate training or hands-on experience with SAP might experience cases like having a hard time using SAP, lower rate of performing functional tasks and being unable to use all features of SAP which might affect the strategies for the organization.

For instance, many interns or newcomers who are not familiar with the SAP system did struggle a little bit at the beginning due to lack of skills and information including my own experience. Furthermore, the organization will hire an intern again in the near future, since this issue must be resolved quickly in order to maximize employee efficiency and productivity.

Here are a few recommended ways in which firms can assist their interns in particular when the application of SAP is crucial in the daily order of business. Firstly, practical modules are provided during the initiation day to intern students. Intern students should simulate the working environment in order to use SAP without infringing real data and do so without actual use. Next, facilitates structured training programs in which can shape an all-inclusive onboarding and training plan targeting SAP. This can have the components of interactive tutorials, hands on sessions as well as practice modules that are guided. Last but not least, issue certification opportunities in which the company decides to enroll intern students in SAP certification programs as part of their training to improve their credentials. In addition, the certification will probably help in their search for a future job and will probably be useful to them.

- **Poor facility and infrastructure**

The work environment describes all variables that influence an employee's performance and activities. The work environment includes both internal relationships and relationships with co-workers. Poor facilities can affect the productivity of employees to a great extent. Inadequate ventilation, inappropriate lighting, and uncomfortable working conditions can lead to fatigue, lack of concentration, and stress in the employees. For example, those who work in poorly ventilated indoor places may complain of tiredness, headaches, eye irritation, throat problems, and inability to concentrate, which eventually lead to substandard performance on the job. It is crystal clear that creating a new, better-performing workplace requires understanding how the work environment influences employee behavior, and how that behavior, in turn, affects performance. Since people mostly work individually and with one another, different workplace solutions are needed, too. Ventilation is the key issue for providing suitable indoor air quality as it is the process of replacing stale indoor air by fresh outdoor air (Chenari et al., 2016).

For instance, at Ges Manufacturing Services, poor ventilation has made several of the employees get sick and take medical leave. Flu or fever epidemics can easily spread in this sort of environment, perpetuating the absenteeism problem and leading to a lack of morale. This, combined with reduced efficiency and productivity, directly influences the safety of employees as well as the company's operational performance and production targets. Changing the work setting to one that has better ventilation will help to ensure a healthier, more productive workforce.

To mitigate these issues, I would recommend the company to improve the ventilation system by installing the modern HVAC installations conform to global standards for air circulation and indoor air quality. They are custom-designed to filter out contaminants, ensure thermal comfort, and maintain correct humidity balance and all these create a better and healthier work environment. One would expect a more modern system to limit transmission of airborne diseases and contribute positively to creating healthier overall employee conditions (Jung & Mahmoud, 2023).

6.3 Opportunities

- **Strong relationship between customers and stakeholders**

The customer-stakeholder relationship is considered viable, and both of them are involved positively and collaboratively so that it allows for the contribution of mutual benefits and trust for both parties. Customers are individual persons or organizations having purchased or utilized a company's products/services, while stakeholders are those who have a stake in or have interest in the sustenance and functioning of an organization, generally all having a common thread, including employees, investors, suppliers, and the public. A strong relationship tends to foster trust and enhances the reputation of a firm with customers, employees, investors, and the community. A good reputation leads to customer loyalty and employee satisfaction, both of which ultimately index with lasting success (Bhatt, 2024).

For example, Ges Manufacturing Services has garnered numerous honors and distinctions for their unwavering commitment to excellence and performance. These awards demonstrate the organization's quality, innovation, and operational efficiency, offering much-needed recognition as a credible public sector actor. With this impressive total, they not only improve their industry standing but also establish a trustworthy and dependable reputation in the manufacturing environment. This acknowledgment strengthens client confidence and loyalty while also improving their brand image.

To tackle this problem, I would suggest that Ges Manufacturing Services create or develop a system for regular feedback checking and monitoring of review responses. Regularly obtaining feedback and feedback analysis via Google Reviews and Glassdoor is necessary to maintain a good corporate image and build trust with stakeholders. Positive reviews help create an excellent first impression, engendering interest among potential partners and strengthening existing collaborations. This builds not only the reputation of the organization but also strengthens ties with the stakeholders to create long-term partnerships through collaborative opportunities.

- **Career growth for fresh graduates**

Opportunities for growth are situations where you can advance in your career, the main way to grow as a professional is to find ways to improve your skills and applicable knowledge. Moreover, interns can do so by seeking out new responsibilities and experiences. The key to career growth is being open to making mistakes. Furthermore, internships are valuable for building career connections and networking opportunities. Often, a successful internship leads to students receiving their first full-time job offers from the same organization. According to surveys, some participants reported being offered full-time roles at the internship site one or two years after completing their program. Others were not seeking full-time employment after their internship because they planned to attend graduate school. Internships enable students to build professional networks, which can be crucial for securing future job opportunities and career advancement (Galbraith & Mondal, 2020).

In Ges Manufacturing, each division would take in an intern to expose to all the necessary things that their working real-life experience has in store for prospective interns. Interns are not only watchers but also participants who are assigned with real responsibilities such as checking on sensitive documents, getting knowledge that adds to their technical and administrative skills, and sharpening their communication skills through direct interaction with clients. Other than that, our senior colleagues actively participate in shaping the interns' careers and recommend some of them to upper management for permanent positions. This mentoring and development not only strengthens the skills of interns but cultivates an internal feeling of belonging and drive to build long-term careers with the organization.

I would like to recommend Ges by providing a graduate trainee program for a 12 months rotational program. This is because trainees often bring new insights and innovative ideas. Other than that, trainees also can identify the new growth opportunities that can be optimised and contribute effectively to the organization. This enables them to accumulate experiential knowledge that strengthens their confidence in pursuing a career. In my opinion, the graduate trainee program is more detailed than an internship.

6.4 Threats

- **Cyber attack into the company's system**

A cyberattack is an intentional and harmful effort by individuals, organizations, or state entities to breach the security of computer systems, networks, or devices. The objectives of these attacks often include stealing sensitive data, altering or destroying information, disrupting normal operations, or gaining unauthorized access to critical systems. Cyberattacks manifest in various forms, such as phishing, ransomware, denial-of-service (DoS) attacks, and malware, each presenting distinct risks to individuals and organizations. Cyberattacks threaten companies by potentially stealing sensitive data, such as financial records or customer information, which can result in regulatory penalties, legal actions, and business losses. Additionally, attacks like ransomware or denial-of-service (DoS) can disrupt critical operations, causing significant financial losses and reduced productivity (Höglund et al., 2019).

For example in Ges, most of the work process was done by using the online platform such as Microsoft Teams to communicate with their clients outside from Malaysia. The company is exposed by phishing call threats and scams. If this situation happens, the company needs to take action to fix and mitigate these issues. Losing data and information can lead to losing the client's trust and damaging the company reputation which can completely become a threat to the company. This could happen in other organisations too since it is a very common threat that attacks big companies with big clients. Every organisation should be aware of this threat.

I would like to recommend the organization upgrade and fortify its information security safeguards immediately and strategically. In order to protect its valuable information and keep the company and its clients safe from potential breaches or cyberattacks, Ges Manufacturing Services (M) Sdn. Bhd. must take a proactive approach to data security as threats to data and digital assets become more complex. For instance, train and educate the employees about cyberattacks such as being able to spot phishing emails or phone calls, using a safe internet browser and avoiding suspicious downloads.

- **Competitors in electronic manufacturing**

Competitors in the same industry are companies delivering similar products or services to the same target audience. These forces shape the market dynamics through pricing mechanisms, product quality, and customer engagement strategies. Competitive analysis is important for any business to stay on the market trends and enhance the opportunity for development, thus retaining their competitive edge. There are few impacts of having competitors in the same field and why it became a threat to a business, such as reducing the profit margins. The high competition eventually leads to the reduction of prices, thus affecting the profit margins. Companies may be forced to reduce their product price to remain competitive, which would affect their overall profit. Also, the reputation could take a dive. This happens since ineffective competition diminishes customer confidence in the products of a company. In this way, customers may refer to the company as obsolete or inferior to other products in a market, thus losing respect and credibility (Dou et al., 2021).

For instance, Ges Manufacturing Services is dealing in a very competitive environment since it's located centrally in Senai, Johor, an industrial and manufacturing hub that has many other well-established companies in the same industry, like Trend Technologies Sdn Bhd, VS Industry Berhad, VS Electronics Sdn Bhd, Tai Sin Electric Cables Sdn Bhd, and ASJ Components (M) Sdn Bhd. These competitors do not provide different products and services but compete for a similar base of customers, making competition more harsh.

To mitigate this competitive threat, I strongly recommend that Ges Manufacturing take strategic steps toward producing its own line of products and services. While the company currently focuses on fulfilling client orders, this approach limits its ability to showcase the full potential and quality of its workforce's craftsmanship and production capabilities. By developing its own branded offerings, Ges Manufacturing can establish a unique identity in the market, demonstrating innovation and a commitment to excellence. The company's need to strive to give consumers a better product also reflects well on the brand, showing its commitment to meeting customer needs as the company receives feedback and applies new insights.

7.0 CONCLUSION

To sum up, I have gained invaluable experience working in a commercial environment throughout my six-month internship with this organization. Despite the fact that it is not related to my university's course, I truly appreciated being given responsibility for all of the jobs that I had never done before, and it is extremely valuable as work experience. During the first month of my internship, I found it difficult because I had never worked in manufacturing services before. I have to pick everything up quickly.

Ges Manufacturing Services (M) Sdn Bhd offers an advantage to individuals who want to improve their abilities and gain a lot of experience in the manufacturing industry, making it an excellent choice for students looking to finish an internship. After my internship is over, I think it will motivate me to put in more effort and build a solid future career. This is because working for this company exposes me to the challenges faced by employees in the real world. Consequently, it gives me the courage to tackle difficult situations when I return to work. The most important lesson I learned from my internship was that there aren't always clear procedures in place and that every organization has a different management style.

Over the past six months, I have learned how fulfilling it is to be understood by a superior, for which I am incredibly grateful. I think my boss helps me with everything and gives me instructions when I don't understand. Finally, if I ever get the chance to manage or supervise others, I want to guide and interact with my staff to foster a productive workplace. Finally, I want to say how appreciative I am of the chance and experiences I have gained working for this organization. I was able to get a permanent job before my internship ended, in part because of it.

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9.0 APPENDICES

