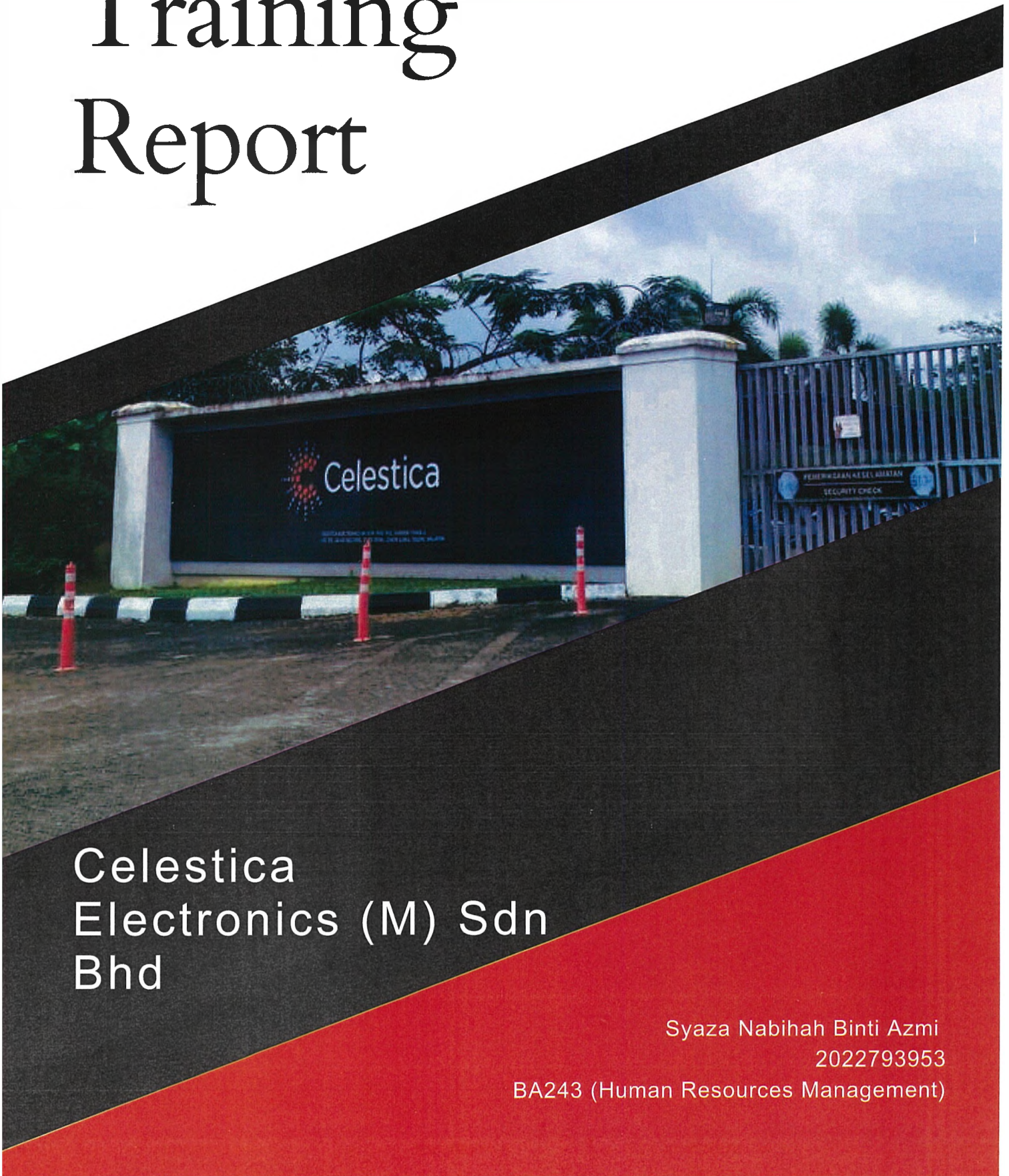


Industrial Training Report



UNIVERSITI
TEKNOLOGI
MARA

Fakulti
Pengurusan
dan Perniagaan



Celestica
Electronics (M) Sdn
Bhd

Syaza Nabihah Binti Azmi
2022793953

BA243 (Human Resources Management)

SURAT KEBENARAN

Tarikh : 30 Jan 2025

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Setuju

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Tajuk Laporan	INDUSTRIAL TRAINING REPORT	Nama Syarikat	CELESTICA SDN BHD

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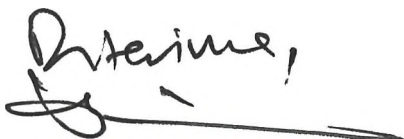


Nama Pegawai : Tiw Pei Ling
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Cawangan Melaka



Executive Summary

My experience as an intern at Celestica Electronics (M) Sdn Bhd, a world leader in electronics manufacturing services (EMS), is documented in this report. I had the chance to fully immerse myself in the field of human resources over the course of 24 weeks, with a focus on hiring and onboarding. I received a practical experience that far exceeded my expectations, from setting up interviews and helping new hires to managing paperwork and attending job fairs. In addition to honing my HR abilities, these experiences enhanced my capacity for negotiation, communication, and flexibility in a fast-paced business setting.

During my internship, juggling several tasks while making sure the hiring process went smoothly was one of the most difficult things I had to do. I helped Celestica overcome its recruitment difficulties by coordinating onboarding sessions, finding applicants, and assisting the hiring team in reaching recruitment targets. Celestica was facing a strong demand for qualified labor. I also had the chance to help create recruitment-related social media material, which increased the number of applicants via digital channels.

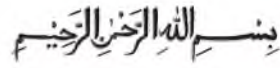
This internship gave me a great understanding of the advantages and disadvantages of HR operations in a global corporation. Celestica's solid reputation and sound financial standing enable it to expand, but there are still issues like managing an understaffed recruitment team and keeping talented workers. Additionally, this research offers suggestions for resolving these problems, including improving staff retention tactics and developing closer ties with academic institutions. All things considered, this experience has been a life-changing educational adventure that has given me professional skills and useful HR information that will be quite useful in my future work.



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1.0 Acknowledgement



First and foremost, I would like to express my deepest gratitude to Almighty Allah s.w.t. for showering me with His blessings and guidance throughout my journey to completing industrial training including the report.

I am also so grateful to my lecturer, Sir Syahiru Bin Syafiai, for all the patience and guidance from him in making this assignment progress much more smoothly. The completion of this assignment would not have been done without his genuine support. Especially, when my laptop was broken Sir Syahiru was nice to me and supported me along the way. This assignment has allowed me to gain exposure and wide knowledge regarding how the workplace will be in the future.

Not to forget, I would like to show my gratitude to Celestica's Team which has been supporting me from the first day of my internship until the end of it. Thank you for allowing me to learn beyond my limitations. From here, I have learned a lot of knowledge and believe any interns who have undergone this company will feel the same way as I do.

Finally, I want to show my sincere appreciation to my family for giving constant moral support when times get rough. That is much appreciated and duly noted given to them. With the help of many people, I managed to complete this report. I hope this report can give a lot of benefits and also help people to gain more knowledge about the industrial training.

2.0 Student's Profile



SYAZA NABIHAH BINTI AZMI

OBJECTIVE

Motivated and detail-oriented HR graduate looking for an **entry-level position** in human resources where I can apply my strong analytical skills and work autonomously. With a strong understanding of HR principles, experienced support recruitment processes, aid with employee onboarding, and strive to contribute to data management and compliance initiatives. I am passionate about creating a pleasant working atmosphere and excel in tasks that demand meticulous preparation and focused execution. I am also committed to supporting team achievement through effective, behind-the-scenes efforts.

EDUCATION

Universiti Teknologi Mara (UiTM) Kampus Bandaraya Melaka	<i>Bandaraya Melaka, Melaka</i>
<ul style="list-style-type: none"> Bachelor of Business Administration (Human Resource Management) CGPA : 3.55 	<i>2022 - present</i>
Universiti Teknologi Mara (UiTM) Kampus Segamat	<i>Segamat, Johor</i>
<ul style="list-style-type: none"> Diploma in Banking Studies CGPA : 3.74 	<i>2019- 2022</i>
Sekolah Menengah Kebangsaan Taman Molek	<i>Taman Molek, Johor</i>
<ul style="list-style-type: none"> Science Streams SPM : 4A, 3B, 2C 	<i>2014- 2018</i>

WORKING EXPERIENCE

Human Resources Intern, Celestica Electronics (M) Sdn Bhd	<i>Senai, Johor</i>
<ul style="list-style-type: none"> Preparing new hire documents and coordinating new hire orientation. Scheduling interviews with potential applicants and ensuring that the necessary paperwork is completed Updating corporate databases with the contact and employment details of new hires Assisting the HR department carry out the hiring and selection procedures Preserving and updating personnel records while guaranteeing their accuracy and privacy Assist with employee relations initiatives by responding to basic questions from staff, referring complicated problems to HR specialists, and keeping sensitive information private. 	<i>Aug 2024 - Jan 2025</i>
Part-time Cashier, Giant Hypermarket Plentong	<i>Plentong, Johor</i>
<ul style="list-style-type: none"> Helped customers discount purchases by redeeming coupons and at the same time made accurate payments for goods using cash, cards, and e-wallet. Resolved customer issues and answers questions directly at unpredictable moments. Maintained a safe and clean workplace by adhering to procedures, rules, and regulations. 	<i>Feb 2022 - Apr 2022</i>
Food Online Seller	<i>Plentong, Johor</i>
<ul style="list-style-type: none"> Developed positive customer relationships through friendly interactions and excellent service. Provided the finest quality and care to detail throughout the whole service process. Managed inventories and order scheduling accordingly 	<i>2019-2020</i>

AWARDS AND ACHIEVEMENTS

- | | |
|---|-----------|
| • Awarded the dean list award for 3 out of 6 semesters during degree | 2022-2024 |
| • Achieved credit exclusion which can continue to skip to semester 2 (Degree) | 2022 |
| • Awarded Vice Chancellor's Award | 2022 |
| • Awarded Dean List Award for whole semester | 2019-2022 |

SKILLS

Language

- Malay (Native)
- English (Intermediate)

Technical Skills

- Microsoft Office- MS Words, MS Excel, MS PowerPoint (Proficient)
- Canva (Proficient)
- Typing skills (46 wpm)

Soft Skills

- Self-reliant but good in team
- Adaptability
- Open to new ideas
- Active listening
- Confidentiality

ACTIVITY AND INVOLVEMENT

Celestica Electronics (M) Sdn Bhd Hr Intern

Aug - Oct 2024

- Person in charge for TVET MYFutureJobs Careerfair Anjuran PERKESO Johor 2024 on 19 Oct 2024
- Person in charge for Karnival Kerjaya Myfuturejobs Mahkota 2024 on 27 Sept 2024
- Participating Brisk Flyers Walk at Educity Sport Complex & TMIYC
- One of the committee that perform closing performance during Employee Engagement Day 2024 - Cultural Diversity Night

Kelab Warisan Budaya, UiTM Bandaraya Melaka Exco Publisiti

Oct 2022 - Feb 2024

- Make announcements and encourage students to participate in club events, each of which may involve 50-70 students.
- Interviewed 10 students in groups of five who were interested in joining the club, successfully selecting the most talented candidates.

Kelab Warisan Budaya, UiTM Bandaraya Melaka Project Leader Of Minggu Aspirasi Budaya (MAYA)

Dec 2023

- Managed to be the project leader for a four-day annual event with 300 participants.
- Handled a team of 50 members to run this event smoothly
- Resolved issues throughout the event regardless of before, during, and after

Infographic Poster Competition, UiTM Bandaraya Melaka Participant

Dec 2023

- *Revolutionizing Careers : The Roar Of Malaysian Employees Demanding A Renaissance In Employability Training*
- Presented to lecturers regarding current issue in human resource management

Mock Training, UiTM Bandaraya Melaka Trainer

Jan 2023

- Generated idea for team building and conducted the 27 trainees to identify signs of stress and other mental health issues in a work environment.
- Resolved sudden issues during mock training without knowing by trainees.

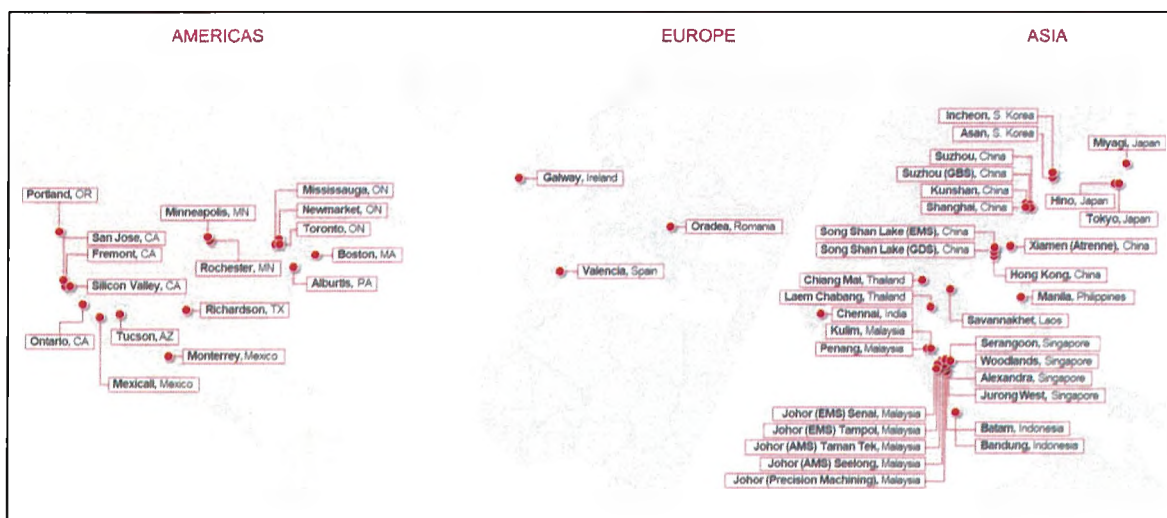
REFERENCE

Suhailah Binti Kassim

3.0 Company's Profile

3.1 Celestica

Celestica is a global pioneer in electronics manufacturing services (EMS), offering innovative solutions to a diverse variety of industries such as aerospace, defense, healthcare, industrial, and telecommunications. Celestica, which was established in 1994 and has its headquarters in Toronto, Canada, provides a wide range of end-to-end services, including supply chain management, advanced manufacturing, design, and engineering. The initial goal for this company had been to establish a strong presence in the expanding electronics manufacturing sector by providing high-value services that could meet the growing demand for specialized electronic components and systems. As a matter of fact, Celestica has more than 40 locations in Asia, America, and Europe, as well as over 27,000 employees worldwide.

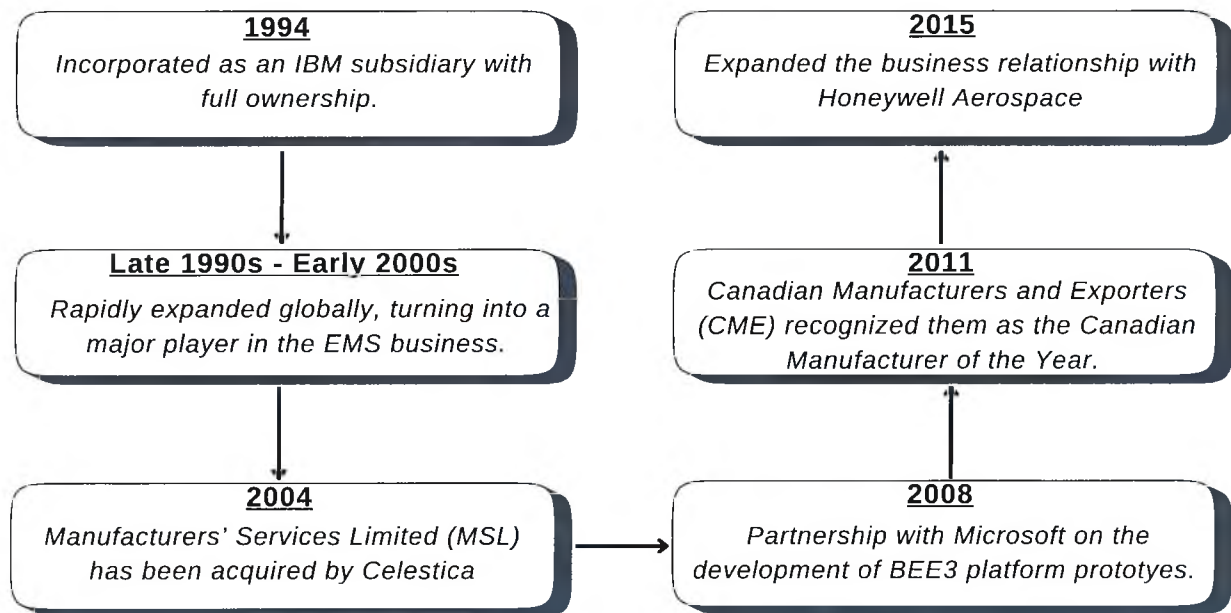


• Figure 1 : Location of Celestica

The constancy of cost, quality, delivery, and product transfers will also be ensured by this organization. More than 100 customers from various markets are currently served by this company, which purposefully implemented this lifecycle to help its customers succeed.

In 2024, the organization is focused on four key priorities. First, it is committed to meeting its obligations to ensure steady income generation and smooth operations, which will drive growth and improve efficiency. Second, the company aims to expand further in markets with higher margins and favorable dynamics. Third, it seeks to optimize operations by improving working capital and enhancing cash cycle performance. Lastly, the organization is dedicated to supporting businesses that prioritize diversity and inclusion, strengthening talent policies, and fostering greater employee engagement.

3.2 Key Milestones of Celestica



• Figure 2 : Key Milestone of Celestica

With a 75-year history in Original Equipment Manufacturing (OEM), Celestica entered the electronics manufacturing services (EMS) market in 1994 as an IBM subsidiary. In the late 1990s and early 2000s, the company quickly expanded internationally, establishing itself as a major player in the EMS market. Celestica built an office in Japan in 2000 and signed a five-year strategic deal with NEC valued up to US\$2.5 billion, marking a significant milestone in its progress. By 2002, Celestica had established itself as NEC's major EMS provider, managing supply chain logistics, sub-assembly, final assembly, integration, and testing for the optical backbone and broadband access equipment.

Celestica expanded its global footprint in 2004 by acquiring Manufacturers' Services Limited (MSL), a full-service electronics manufacturing and supply chain services provider with revenues of more than US\$800 million. This acquisition enabled Celestica to grow its customer base, particularly in emerging areas, while also expanding its service portfolio. That same year, the company joined a number of other companies in welcoming the Electronics Industry Code of Conduct, demonstrating its commitment to ethical manufacturing. The Code outlines criteria for secure working environments, respect for workers' rights, and environmentally responsible operations, and will become an essential component of Celestica's ongoing sustainability initiatives.

Celestica's accomplishments were acknowledged in 2008 when it was named to the esteemed CIO 100 list by CIO Magazine for its creative use of technology to increase supply chain flexibility, visibility, and efficiency. In order to further computer architecture research, the business collaborated with Microsoft that same year to create prototypes for the BEE3 platform. Thanks to its integrated worldwide production network, outstanding leadership, commitment to sustainability, and ongoing progress, Celestica was recognized as the 2011 Canadian Manufacturer of the Year by Canadian Manufacturers and Exporters (CME). Its unique Manufacturing Execution System also won them a spot on the InformationWeek 500 list of Top Technology Innovators. By 2015, Celestica and Honeywell Aerospace had expanded their partnership to include Celestica taking over testing and assembly at Honeywell's Mississauga facility and adding 330 additional employees. The business was listed as one of the 100 Most Sustainable Companies in the world by Corporate Knights that same year. The recognition didn't stop there where Celestica's unwavering commitment to sustainability was further evidenced in their inclusion in the Global 100 list in 2016.

3.3 Celestica Seelong, Johor

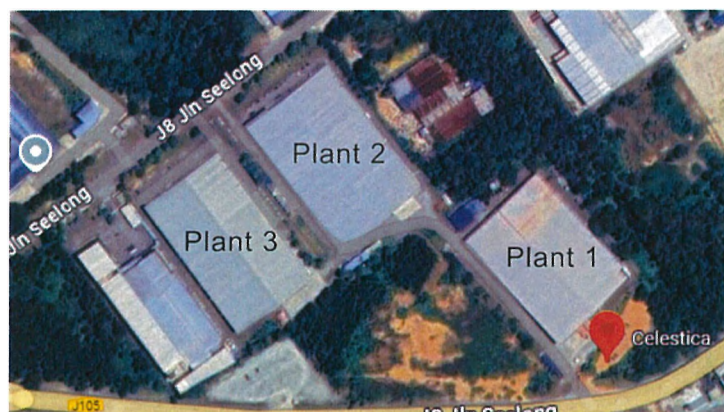


Figure 3 : Geographical Of Celestica Seelong

The above figure shows the geography of Celestica Seelong which consists of 3 plants. HR office is located at plant 1 and this is where I am located to do my internship. Operation hours for HR or any indirect labor are from 8:00 AM until 5:30 PM and it differs from the direct labor where their operation hours depend on the production requirement at that moment. Even though I am located at Plant 1, I also frequently went to Plant 3 to do onboarding to the new intake every Monday and Wednesday. Since I am an intern, I am not allowed to bring cars into the factory area which I need to assist all candidates and new hires by walking with them from Plant 1 to Plant 3. Not to forget, this site is located at Lot 205, J8 Jln Seelong, 81400 Senai, Johor Darul Ta'zim.

3.2 Mission, Vision & Purpose

Mission

- Celestica enables the world's best brands
- We build trusted relationships and solve complex technology challenges to help our customers realize greater value, potential and outcomes.

Vision

To imagine, develop and deliver a better future with our customers.

Purpose

To unlock the potential of the future.

3.2 Product & Services

Celestica's main product is Hardware Platform Solutions, which assists companies in using new technology to speed up their development and market launch. Companies may shorten their time to market their product whenever they use Celestica's modern technology. This product is crucial for any company to maintain its competitiveness in fast-moving markets like electronics. In addition, Celestica has a manufacturing division called Celestica Seelong (AMS) Sdn Bhd that specializes in the production of ink cartridges. This business produces both original and compatible ink cartridges for different well-known brands such as Hewlett-Packard Company (HP). The process comprises assembling, filling, sealing, and packaging the cartridges to ensure they satisfy high-quality standards before being distributed to customers.

The operations of this factory are focused on producing ink cartridges efficiently, with a focus on ink quality and cartridge functionality. They want to ensure that both original (brand-specific) and compatible (third-party) ink cartridges satisfy the demands of their customers, whether they are consumers or enterprises.

One of the teams that plays an important role in Celestica Seelong's Operations is the Supply Chain Management (SCM) team which they are in charge of the logistics of ink cartridge production and distribution, including inventory management, shipping, and timely delivery to customers. SCM guarantees that the appropriate quantity of stock is accessible and that items are delivered to consumers on time, allowing Celestica to retain strong client connections while meeting demand efficiently.

3.3 Organizational Structure

3.3.1 Organizational Structure Of Executive Team

Executive Team



Rob Mionis
President and Chief Executive Officer



Alok Agrawal
Head of Strategy



Mandeep Chawla
Chief Financial Officer



Todd Cooper
President, Advanced Technology Solutions (ATS)



Yann Etienvre
Chief Operations Officer



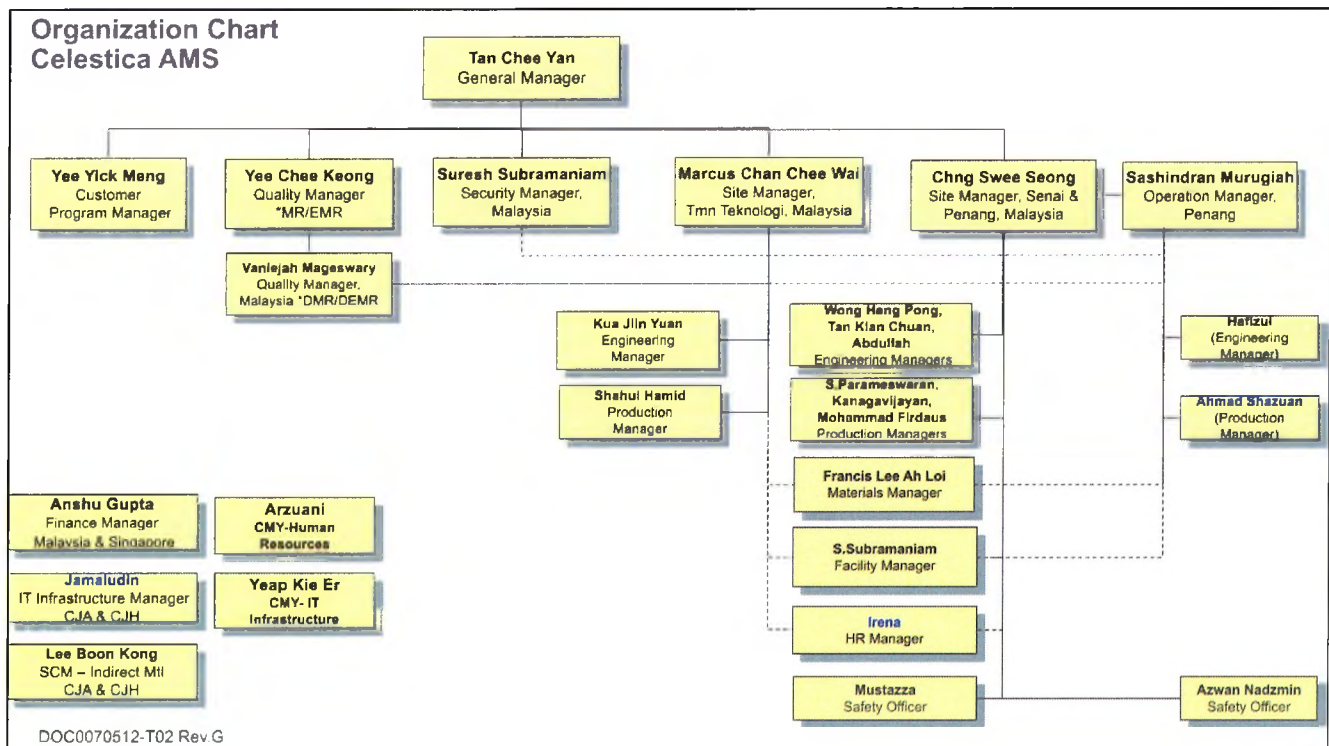
Jason Phillips
President, Connectivity and Cloud Solutions (CCS)



Leila Wong
Chief Human Resources Officer

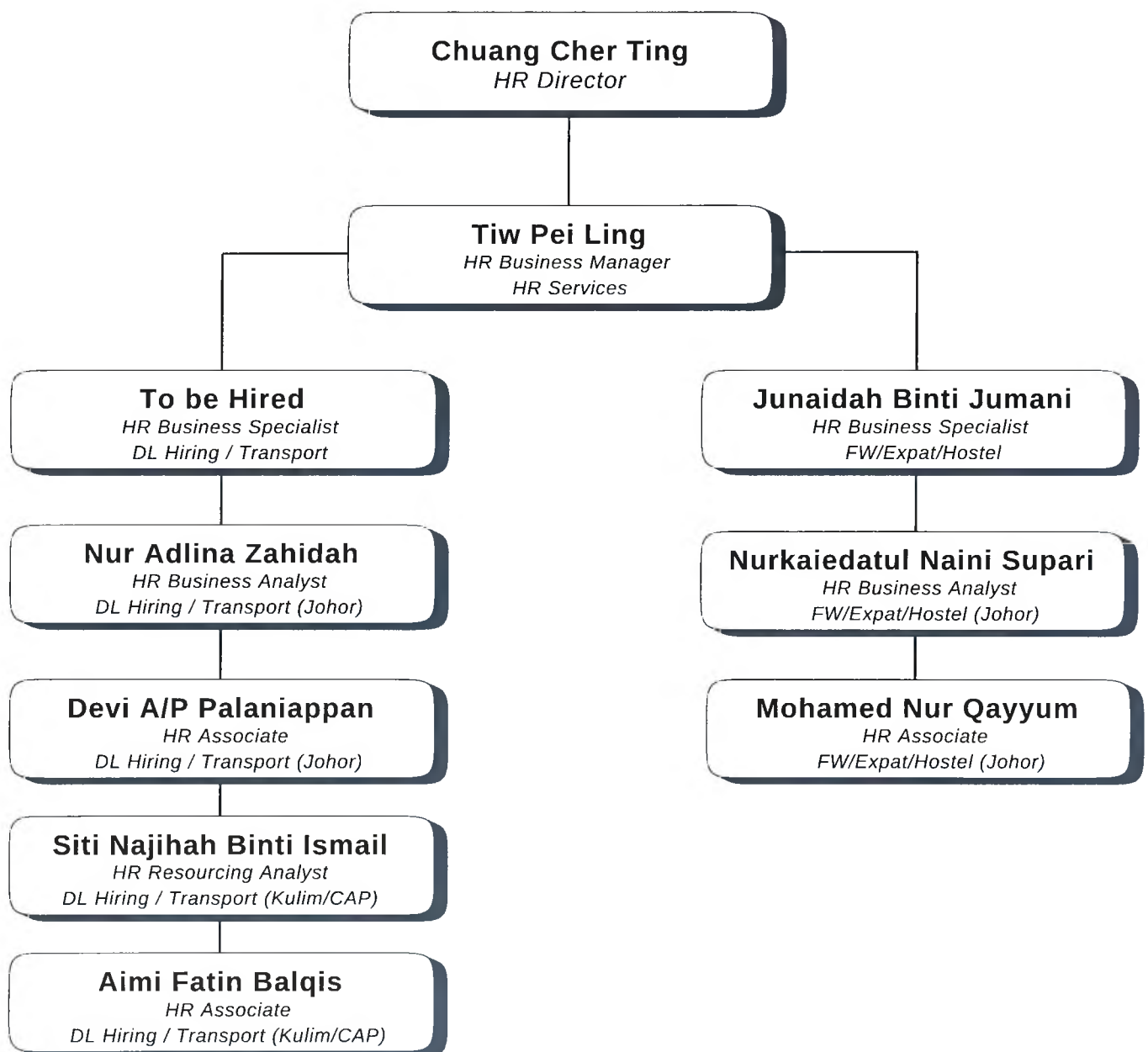
• Figure 4 : Organizational Chart Of Executive Team

3.3.2 Organizational Structure Of Celestica (AMS)



• Figure 5 : Organizational Chart Of Celestica (AMS)

3.3.3 Organizational Structure Of HR Services



• Figure 6 : Organizational Chart Of Hr Services

4.0 Training Reflection

To begin with I have received my industrial training at Celestica AMS Sdn Bhd, which is based in Seelong, Johor. But I also offer a lot of assistance to other locations, notably Celestica Senai (EMS), concerning employment and other HR-related matters. This is due to the fact the system that they used '1 Malaysia HR' which in Malaysia all HR are united like the payroll team in Penang will also cover employees in Johor. In fact, I have been designed to be under the hiring team which I need to assist in covering for Johor Sites for Direct Labor (DL). In addition, the distance between these two sites is only 6.2KM however, during the peak hour sometimes it will take almost 15-20 minutes to arrive at the destination. As an Intern, I believe this will fill my experience to be more exposed to other site locations since the company I worked for is a multinational company that has many sites in Malaysia. Therefore, the attachment below shows the distance if the traffic is not in peak hour.

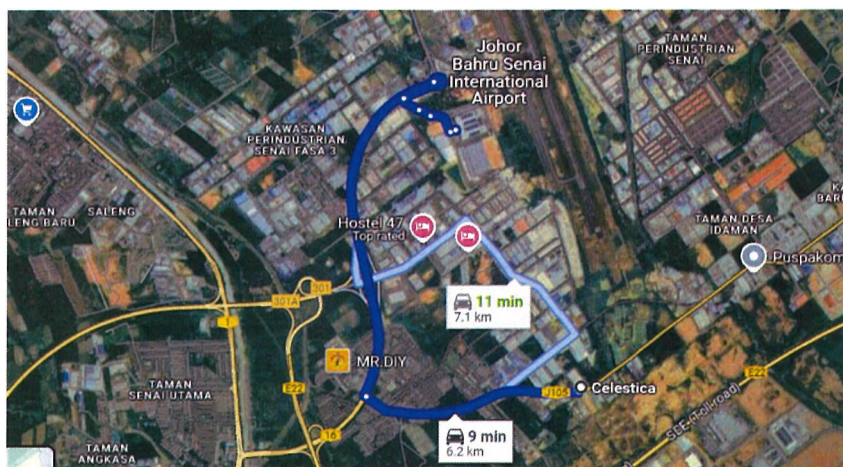


Figure 7 : Distance Between AMS and EMS

4.1 Duration Of Industrial Training

Subsequently, my industrial training begins from 12 August 2024 to 24 January 2025 which spans 24 weeks. As an indirect labor including HR Intern, the working hours are from 8:00 AM until 5:30 PM, Monday to Friday. To be added my position as an indirect labor intern makes me applicable to apply flexible working hours. As soon as I get approval from my manager and the management team, I have the option to clock in as early as 7:00 AM and finish at 4:30 PM. Not only that, but the HR Care Team also provided me with a card to clock in and clock out due to my fingerprint issues.

4.2 Specific Department & Roles

The department that was assigned to my industrial training was the hiring team for direct labor Job Bands 1-6. Each job band differs based on education and work experience; the better the education and work experience, the higher the job band. Throughout this span, I have gained valuable knowledge and skills. This is because the company has offered several opportunities to explore new areas and acquire hands-on experience. My immediate superior, Mrs. Adlina has helped me one-on-one to make me understand a lot of things. She has set several meetings with me on the first two weeks of my internship to guide me on how to do onboarding and we did a Q&A session to make sure that I fully understand the slides before presenting to the upcoming new hire where every Monday and Wednesday are the intake days. Particularly, the hiring team for Johor Sites is located at Celestica Senai (EMS) which makes me independently do the onboarding without direct supervision from my immediate superior.

Every Monday and Wednesday is Celestica Seelong's intake day. On these days, I help new hires or candidates from the canteen go to the Training Room at Plant 3. After the interview session is complete, I will continue with the onboarding session to ensure all new hires understand the company and employee handbook. During that day, I had to give documents that the employee was required to fill out. These documents must be designated as Personal Files (PFile) and uploaded to Filehold, where they will be scanned and emailed to the Payroll team. The personal file should be completed and sent to the Payroll Team the following day by 10:00 a.m. These processes I have been doing for several months ever since there is no replacement for the HR Associate. Also, before the cut-off period which is the 21st of each month, I need to update the Maybank Account to the payroll team by providing the bank statement and consent form if the employee do not have Maybank account.

The weekly tasks I was given included setting either in-person or online interviews at the manager's request. Once the interview is completed, I must explain the waiting time and benefits to the candidates, as well as address any questions they may have. In order for Mrs. Adlina to proceed with the salary proposal, I must next verify that the documentation is complete. If not, I will have to get in touch with the candidates and ask for their documentation until it is fulfilled. Once the salary proposal has been approved by the Human Resources Business Partner (HRBP) and the Head of Department (HOD), I will contact the candidates to extend the offer and inquire about their specific start date.

Lastly, the hiring department has provided me with the opportunity to participate in various job fairs at Persada Johor and Kolej Vokasional Kluang. Due to that reason, I must help prepare materials for the event, such as fliers, Job Application Forms, and Personal Particular Forms. Not only that, but I need to constantly improve my expertise so that when an applicant approaches, I can confidently answer their questions. As soon as I reach my destination, I will assist in decorating the booth to make it look presentable to the eyes of candidates.

4.3 Intrinsic Gains

Interpersonal Skills



Figure 9 : Onboarding Session With New Hire

In the early month of my industrial training, I was exposed to the recruitment process specifically in Direct Labor (DL). The tasks that I have been given are assisting new candidates in the interview room, preparing the documents, conducting the onboarding, making sure that all of the new intake is prepared, and much more. After doing all of these tasks I have realized that my interpersonal skills have a lot of improvement, especially in relationship building. Frankly, as an intern, it is quite hard to build trust within managers to fulfill their headcount, however, I managed to get it by giving my best to source and provide them with several resumes so that they can review them. Once the managers have decided which candidates are selected I will directly make an arrangement. As the saying goes, action speaks louder than words.

Other than that, I also managed to upgrade my negotiation skills. This is because of the concerns of the candidates regarding several issues mainly the salary. Sometimes the expected salary given by the candidates is way too high and I need to convince them with a proper basic salary added to the benefits given by Celestica. For instance, I need to negotiate with the diploma holder (fresh graduate) that the basic salary is the same as every fresher in the company but the company provides more benefits compared to experienced workers.

Not only that, I have improved my empathy by prioritizing understanding and addressing candidates' worries, especially when they are making important professional decisions. There are a few candidates has difficulties regarding work location, therefore I need to refer to the hostel team if there is any availability for them. If there is availability then I will inform to the candidates so that they can make the best decision without having serious issues.

Adaptability Skills

Apart from that, the skills I learned were adaptability where I need to quickly adjust to changing hiring needs, fluctuating candidate availability, and other dynamic aspects of HR. October until November was the peak time when I had to consistently assist my immediate superior, Mrs. Adlina to meet the technician headcount specifically for the Capital Equipment (CE) Team, which meant that we had to add 25 technicians per week. Even though during that month I did a lot of overtime just to fulfill the headcount for the CE Team, I enjoyed the process as I believe that this skill will help me to overcome any unexpected challenges and will provide me solutions by adjusting my approach and mindsets in the future. Despite recruitment, I was able to assist the hostel team by analyzing two hostels. The audit taught me to thoroughly inspect all facilities and keep track of any employee complaints.



Figure 10 : Audit Hostel

Marketing Skills

My marketing skills have been better since I was the person in charge of social media content specifically TikTok where the first three contents of Celestica Recruitment in December have managed to obtain more than 150,000 viewers. I am genuinely into this marketing task since this is one of my interests, even though sometimes it interferes with my real work. This is because the amount of time allocated to perform one content including the editing part takes almost 1 hour. It was not the easiest task but I am very enjoyed every moment. Not only that, marketing skill is the major key to persuading candidates to apply for their job application during the Job Fair as I need to promote the benefits, the starting salary, and how great Celestica is just to convince them.

Participating In Other Department



Figure 11 : Cultural Diversity Night (Annual Dinner)

HR Care is the department entirely in charge of employee engagement, which includes events, IR/ER, offboarding, medical claims, and more. As a result, this department aims to organize multiple events each year, including the Annual Dinner, Canteen Day, and any other events that may arise. Considering I am an intern, I jumped at the chance to participate in every event that they hosted. I was able to serve on the committee for the Annual Dinner event, where I was in charge of registration and the performer for the closing performance, which I had to give in front of the General Manager, Mr. Tan Chee Yan, and the other Heads of Department. I also participated in each festival gift distribution, such as Deepavali, Christmas, and Chinese New Year. Not only has this experience given me enjoyment but also has indirectly improved my social skills.

4.4 Extrinsic Gains

Extrinsic benefits for an intern include a monthly allowance of RM1500, as well as the option to apply for overtime (OT) if necessary, which provides additional earning possibilities. Indirect labor regardless of whether an intern is granted flexible working hours, allows them to better manage their work-life balance and able to obtain paid time off with the consent of the manager. Furthermore, even as an intern, the company contributes to the Employee Provident Fund (EPF) and the Social Stability Organisation (Socso) Furthermore, intern students are entitled to up to 14 days of medical leave per year, which benefits their health and well-being.

5.0 SWOT Analysis

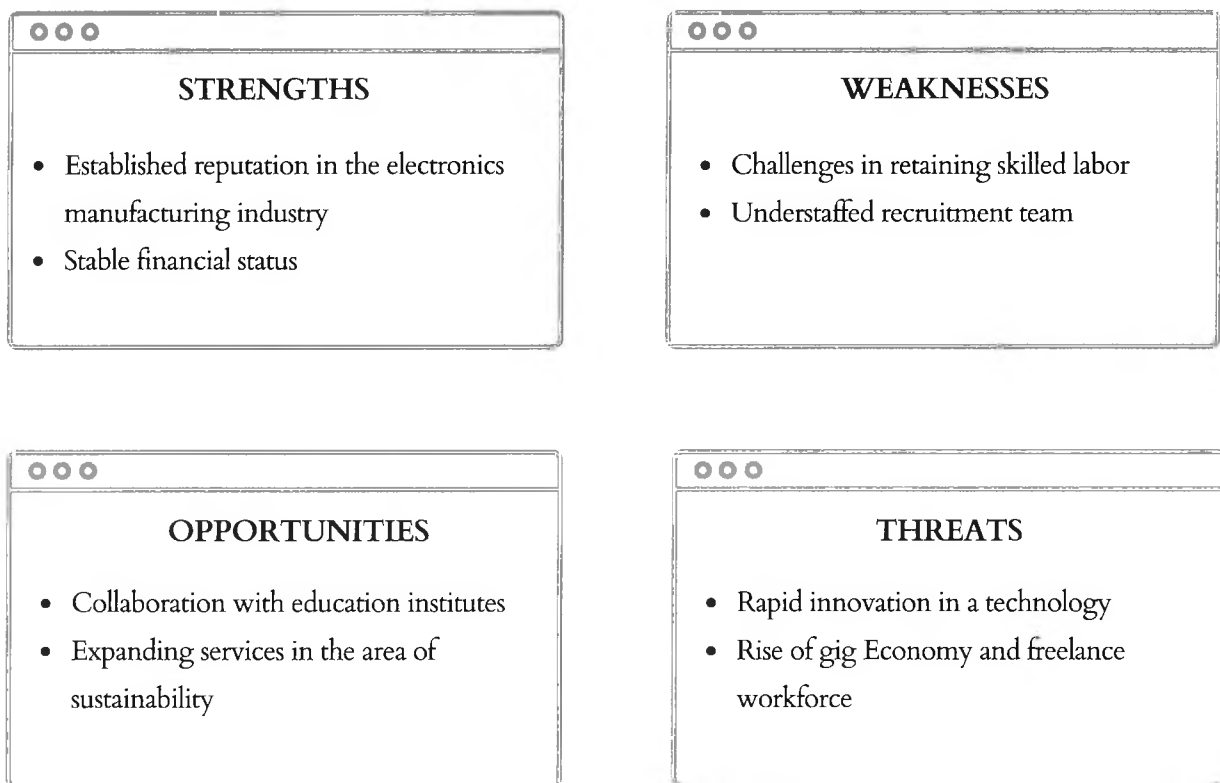


Figure 12 : SWOT Analysis

6.0 Discussion And Recommendation

6.1 Strengths

6.1.1 Established Reputation In The Electronics Manufacturing Industry



Figure 13 : Awards Given To Celestica

It is very crucial to take note that an established reputation will become a great strength for a company. This is because an established reputation will have a major impact on the image of the company which indirectly will have a great impact on its credibility. Therefore, throughout my internship at this company, I believe that Celestica has one of the established reputations compared to others as it is based on the numerous numbers of awards and recognition that this company has received over the years.

Celestica has been awarded multiple times as one of Canada's Best 50 Corporate Citizens in 2024, 2022, 2021, 2019, 2017, 2016, and 2015 (Company Awards and Milestones | Celestica, 2024). The award is intended to acknowledge businesses that set a good example by promoting ethical corporate behavior and contributing to the improvement of society. During my training, this company held various employee engagement activities, and I enjoyed these events because they relieved the tension from work. In December, the HR Care Team held a ping-pong competition for the Technology Park and Seelong Sites. At first, I didn't think the employees would be so enthusiastic about competing; however, on the day of the event, all the participants competed with great enthusiasm. From here, we can see that Celestica takes care of its employees, whether they are permanent or contract.

Other than that, Waterstone Human Capital has acknowledged Celestica as Canada's Most Admired Corporate Culture in 2023. The award aims to showcase organizations that demonstrate leadership in building and nurturing a workplace culture that attracts, retains, and motivates top talent. Due to the reason, I have been exposed to the recruitment process, I know that attracting

and retaining the employee is way harder than we could imagine. In fact, Celestica's Chief Human Resources Officer, Leila Wong, stated, "At Celestica, we have worked hard to build a collaborative and inclusive culture in which 27,000 employees around the world feel supported and inspired to achieve their goals and make a meaningful impact with their work." (Celestica Recognized as One of Canada's Most Admired Corporate Cultures™ for 2023 | Celestica Inc., 2023).

Last but not least, over 40 locations worldwide make this company one of the reasons it has a well-established reputation. The different backgrounds are across 15 countries from North America, Europe, Asia, and other regions making it able to serve a larger customer base. This will also build brand recognition and credibility. Not only that, these multiple locations around the world show the stability of a company to maintain consistent performance across different regions which leads to brand strength. This geographical diversification acts as a form of business insurance, allowing Celestica to balance out challenges faced in one region with opportunities in others. Additionally, even though Celestica has various locations, the standard of quality will always be maintained. For example, a business conduct used in Celestica is Responsible Business Alliance (RBA) which has been used for all of the locations.

Celestica's strong industry reputation also gives it a competitive advantage, attracting new business opportunities and fostering trust among existing partners. This established reputation, coupled with consistent recognition from respected industry bodies, positions Celestica to thrive in an increasingly competitive global market.

Above all, I would suggest that Celestica should be able to consistently deliver the best quality of products or services to the customer to continuously maintain the well-established company. The product or services should be beyond the expectations of the customers. As a matter of fact, according to the research by Sharma & Joshi (2022), a good corporate reputation acts as a tool for gaining the trust of customers and building loyalty. Logically, when any company provides great service to the customer, the customer will likely be satisfied and become loyal to that company. Also, companies should deliver their services fast. If there is an issue, it should be addressed as soon as possible so that the customer should be able to stay alert.

6.1.2 Stable Financial Status

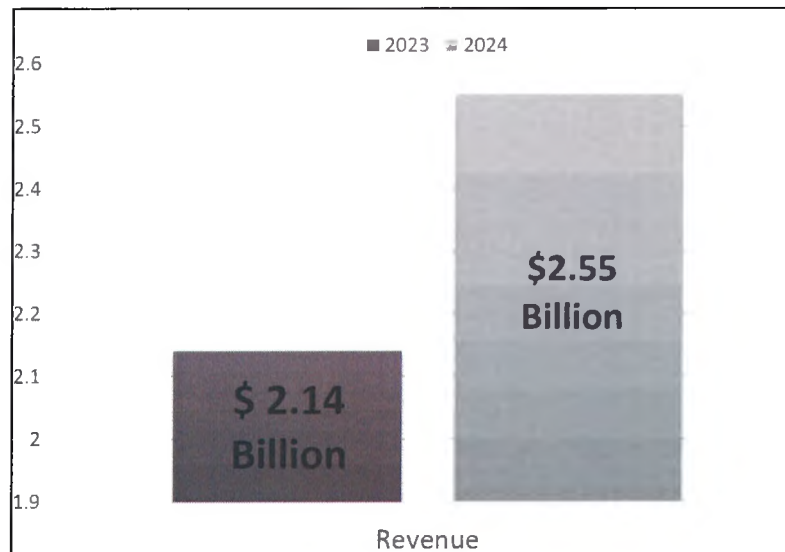


Figure 14: Revenue for Q4 2023 and 2024

Due to the fact that Celestica is a multinational company, on what basis does it show how strong or how stable the company is? Firstly, I will view in terms of the financial status of the company. For instance, the difference in revenue in Quarter 4 (Q4) in 2023 and 2024 is shown above in Figure 14. Therefore, the chart shows that Q4 2024 received up to \$2.55 billion, a 19% increase from \$2.14 billion in Q4 2023 (Celestica Announces Fourth Quarter and FY 2024 Financial Results | Celestica Inc., 2024). This high revenue enhances a company's liquidity, which is required for day-to-day operations, debt repayment, and operating expenses. Financial stability will help the company to maintain its operations of business regardless of the unexpected challenges that Celestica has to face.

For example, during my internship one of the HRBP's proposed the idea of a sign-on bonus given to the fresh graduates of diploma holders for the Capital Equipment Department just to attract the fresh graduates. This proposal has got approval and successfully attracts and retains them. This shows that there is no problem for the company to propose any logical ideas even if it includes the financial part of the company. To see the different point of view as an employee where the higher the revenue the more confidence the employee. This is due to the fact that there is an incentive given to the permanent employee that is the sum of the performance of the company and the performance of the employee itself. Logically, employees who witness their company's financial success are more likely to be motivated, engaged, and productive.

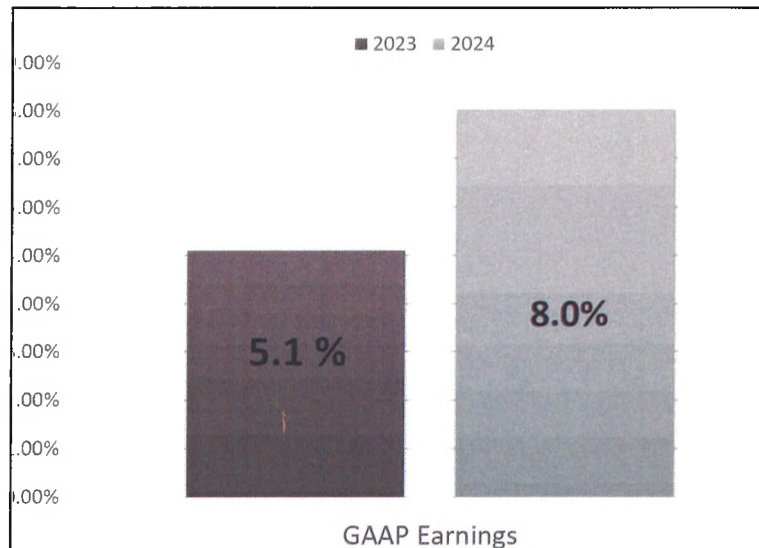


Figure 15: GAAP Earnings for Q4 2023 and 2024

Another reason to show the stability of finances for Celestica is from the profit that has been calculated using Generally Accepted Accounting Principles (GAAP). The figure above shows that GAAP Earnings for Q4 2024 have increased to 8.0% compared to Q4 2023 which consists of 5.1%. The increment over these two years has shown a stable financial status. This is due to the fact that generally, these earnings show that a business is making a profit when its revenue exceeds its expenses.

Notably, I would recommend maintaining this strength is that this company should always strengthen the risk management even with a great established reputation. Celestica should always identify any risks that can potentially affect the company regardless of the location. For example, the sudden loss of headcounts of technicians from the Capital Equipment Department happened in Celestica Senai (EMS) in October last year. This is because I was the one who assisted in fulfilling the headcount to close 25 technicians per week. It is very risky for the hiring team which imagined I was not there, Mrs. Adlina will be drained to fulfill the headcount without getting any assistance which eventually affects her other main task. While the company's financial performance is strong, it's important to remain prepared for potential risks (economic downturns, regulatory changes, supply chain disruptions). Setting aside reserves and creating contingency plans will help mitigate risks. (Gao & Zhang, 2024)

6.2 WEAKNESSES

6.2.1 Challenges In Retaining Skilled Labour

Despite the strengths that have been stated previously, just like any other companies they have their weaknesses which one of them is the challenges in retaining skilled labor. This is due to the fact that the different generational expectations that occur within the department. Some engineer managers from Celestica Seelong always mentioned that Gen-Z was always unable to give their best to the department and ended up resigning in a short period. For example, the Gen-Z employee joined the company in early December and resigned in the same month. I once asked the reason behind that matter and the managers said that this happened as the Gen-Z or so-called strawberry generation unable to provide their best service and unable to withstand any pressure.

What is strawberry generation? The strawberry generation, also known as Generation Z, has a lot of potential but a fragile mentality like a strawberry. According to Angga Nur Rohman et al. (2023), we can determine that some generations nowadays are unable to succeed in tough workplaces where these kids will quickly give up when presented with challenges. Therefore, it becomes hard for the company to retain this skilled labor even though they have very potential for that job position. Due to the challenges of retaining them, the hiring team also will be under pressure to consistently recruit and replace skilled workers. The total recruitment process will take up to 5-7 working days or sometimes more than that depending on the new hire issue (the salary expectation is too high, the documents are not complete, etc.)

Overall, I suggest improving communication and transparency in the department to be practiced or trained so that this issue will be overcome sooner or later. Transparent communication along with a control coping strategy fosters healthy relationships between employees and their organizations (Li et al., 2021). This training should be given to any Job Band so that transparent communication will always happen along the department regardless of the job position. For example, a manager should inform if they need something to be done to their team being sarcastic so that they understand better in what terms the managers need. I would also suggest that the company offer competitive compensation and benefits. Throughout my experience, most of the job applicants inquired regarding allowance and felt disappointed whenever we said there was no allowance given. In the interview with Regional People's Credit Bank Bahteramas (Rajab et al., 2024), Rizal from Credit Division Staff mentioned that the employees are encouraged by this performance allowance to not only reach but also beyond the established goals.

6.2.2 Understaffed Recruitment Team

Another weakness that happened in this company is the understaffed of the recruitment team in Johor sites. Even though the company practices 1 Malaysia Human Resource (HR) which means all HR in Malaysia will cover all the employees such as the payroll team in Penang will cover the employee details for all sites in Malaysia. Therefore, same as that but for the recruitment team only the business analyst had to cover all sites in Malaysia, and the rest of the team covered their sites only. The HR Associate in Johor sites is more towards the transport matter and only covers Job Band 1 until 3 for Celestica Senai.

What about the job bands for other sites in Johor? Frankly, only business analysts will do that and that is the behind of the reason that HR services trainees will always assist the recruitment team. Interns like me will do sourcing, arranging interviews, and documentation for direct labor Job Band 1 to 5. This does not burden me as an intern, in fact, I am genuinely grateful for being given the trust and opportunity to do this task. However, it will put a lot of pressure on business analysts when my training period is over which will impact a lot of aspects. I

Other than that, this weakness will increase the workload for other teams. This is due to the reason that the recruitment team is understaffed and the HR associate from the hostel team has been the one who covers the workload from the business analyst. If the HR Associate keep on focusing on the recruitment process, he may be distracted from his core responsibilities, reducing productivity in other areas of the business.

Hence, I recommend that this company outsource or use temporary staffing by using third-party agencies or temporary recruiters to assist this company whenever mass hiring occurs. Not only that, the HR Team should have the additional numbers of job requisitions in this system so that there is more recruitment teams can be hired for the Johor sites. This is can help the process of recruitment can be much faster and may reduce costs in the long run. Due to the understaffed recruitment team, I believe in fulfilling the job requirement in another department by focusing on the Employee Referral Program (ERP), so that the recruitment team can focus on the hiring process instead of the sourcing process. According to the research (Friebel et al., 2022), the overall effect of having an ERP is substantial, reducing attrition by 15% and significantly decreasing labor costs.

6.3 OPPORTUNITIES

6.3.1 Collaboration With Education Institutes

The collaboration between companies and educational institutions can be the main opportunity for Celestica. The reason behind this is that the company may gain early access to this talent pool and recruit top graduates before they enter the broader job market in the short term. The organization may continue to benefit from this collaboration since it will always have a pool of talented employees. As previously said in the weakness, this chance will also assist the organization in overcoming the shortage of trained workers.

Additionally, Celestica may create a collaborative research project from which the company will be able to acquire grants or financing for research and development from government initiatives or academic institutions. Indirectly, the company had a good impact on the PESTEL framework, particularly for technology, since the collaborative research project assisted the business in acquiring innovation ecosystems and accelerating technical advancements in fields like technology and healthcare.

Above all, from here I would suggest that Celestica have to take advantage of this opportunity so that they can emerge with amazing talent. This is because collaborating with academic institutions allows the company to spot high-potential students early in their careers and provide them with post-graduation employment prospects, sometimes even influencing their career choices. Not only that, I suggest that the company may offer scholarships and sponsorship programs to attract more skilled workers in the future. This can be looked at PETRONAS as an example where they help students in different fields, ensuring the next generation has the skills to continue the company's legacy of innovation and social impact. (The Star Online, 2024). Hence, this opportunity will continuously improve employee retention. According to the research (Shrader et al., 2022), it can be determined that the partnerships happens in the company with the educational institution give the positive impact to the recruitment and the retention of employees.

6.3.2 Expanding services in the area of sustainability

As stated by Rob Mionis, the company's president (Sustainability Reporting | Celestica, 2022), Celestica has been at the forefront of high-reliability manufacturing, supply chain, and design solutions for nearly 30 years. Celestica has pledged to further incorporate sustainability into its everyday operations and proudly highlighted the progress they have achieved to enhance the economy, environment, and communities in which they operate. As a matter of fact, by increasing its sustainability offerings, the corporation can address this growing need. A sizable market for sustainable goods and services is being created as a result of businesses, governments, and consumers placing a higher priority on sustainability.

Sustainability is important since it benefits the business. For example, they have already managed to reduce greenhouse gas emissions by 87% from 2018 levels beginning in 2022. (Celestica | Sustainability Reporting, 2022). Additionally, the business was able to recruit 3,200 workers to take part in the Global Diversity & Inclusion Awareness and Dialogue Speaker Series, demonstrating that this truly enhances the company's reputation and brand image (Sustainability Reporting | Celestica, 2022). Employees at this organization have implemented ecologically sustainable practices, based on my experience working there. To ensure that everyone can use the recycled paper without any problems, the manufacturing team, for example, will give the paper to each department each time they check it because Celestica Seelong makes ink cartridges.

In terms of suggestions, I think Celestica in Malaysia needs to begin working with green technology firms like MyHijau and other sustainability projects. The goal is to establish this product as a certified green one in the Malaysian market. Celestica might also begin interacting with consumers about environmental projects. The study (O'Brien et al., 2020) demonstrates that customers' willingness to participate in a CSR initiative (donating their time, money, or effort) is more influenced by the CSR initiative they prefer than by customer participation or customer helpful orientation.

6.4 THREATS

6.4.1 Rapid Innovation In Technology

One of the threats that may disrupt the operation of the company is rapid technology innovation. This innovation may be a threat to the company as it will directly increase the competition between the competitors. The meaning behind this is that any advancement that happens will produce new competitors to emerge with innovative solutions. This threat will become a struggle for Celestica as it is an established company that has a lot of locations and divisions of services. To keep up with the technology it will become very hard and the technology that currently use will be outdated. Therefore, it will increase the level of competition to stay relevant, whether to keep up with the technology or lose the market share. Economically, market disruption will occur as the rapid innovation in technology will affect the entire industry.

Aside from that, cybersecurity threats may come along with rapid innovation as companies are more vulnerable to cyberattacks as they embrace cutting-edge technology like cloud computing, artificial intelligence, and so many more. Hackers may take advantage of security holes in recently created technologies. As a result, it will result in data breaches, monetary losses, or reputational harm to the company. Companies that are unable to overcome these issues can lose credibility with the customer.

In order to ensure the company is ready for any changes in technology, I highly advise Celestica to make frequent regulatory monitoring a top priority. This can be a stepping stone to this company to stay ahead of these developments compared to other companies. Celestica is able to make necessary adjustments to its operations, strategy, and product offerings by regularly monitoring the regulatory landscape of emerging technologies. Additionally, funding research and development (R&D) is crucial for fostering innovation as well as making sure the business is proactive in predicting regulatory trends and modifying its solutions to satisfy evolving requirements and legal frameworks. modifications to regulations. This approach will help Celestica stay competitive while minimizing the risk of falling behind due to unforeseen.

6.4.2 Rise of Gig Economy and Freelance Workforce

In recent years, the gig economy and freelance workforce have undergone significant changes to modern labor. More individuals nowadays are exposed to this gig economy and willing to participate in it. As of Q3 2023, more than 100,000 more people in Malaysia are using gig economy platforms to participate and make money than in 2022, according to MDEC's internal analysis (Durratul Ain Ahmad Fuad, 2023). The individual picked this workforce because they may choose when and where they work, which appeals to competent individuals who value flexibility over regular office occupations. Furthermore, the gig economy is more than just Grab Riders and similar services. Since 2014, the Ministry of Communications and Digital (KKD) and MDEC have certified more than 140 gig economy sites. Beyond e-hailing and p-hailing, they engage in a range of commercial endeavors, including those in the fields of medical services, automotive, home services, creative, and business services (Durratul Ain Ahmad Fuad, 2023).

Therefore, the employer may be highly concerned since the gig economy is receiving more attention than traditional jobs like office employment, which will boost competition for talent. The gig economy gives employees the freedom to work for several different organizations, frequently with better pay or more alluring benefits. Because gig employment offers flexibility and variety, traditional businesses may find it difficult to retain talented workers. When experienced workers depart for opportunities outside the organization, it can cause a talent drain that could result in skill gaps and lower productivity. What I will never forget throughout my internship is the candidates' complaints about the base income being so low in comparison to their pay as Grab Riders. Also, if the new person has prior experience in the gig economy, they are more likely to quit in a short time due to their inability to maintain consistency. Eventually, it will affect the hiring team again to continuously source new candidates. In actuality, this may have an impact on the social component, which includes Social Security and benefits. People in the workforce may be concerned because gig workers frequently do not have access to these benefits like full-time employees do. This disparity has the potential to worsen social inequality and affect how the general public views gig employment.

Hence, the recommendation I would make to the company is to offer and practice work-life balance towards each employee to retain all employees regardless of job bands. According to MyDigital, Gig workers have enjoyed the freedom and work-life balance that gig labor has provided them. (What Gig Workers Really Want Understanding Gig Workers' Work and Welfare Preferences in Malaysia, 2024). This shows that any employee who has been exposed to this workforce really enjoyed the work-life balance.

7.0 Conclusion

To conclude, this report is a reflection of my personal and professional growth during my internship at Celestica. Each content contains the experience that I have been feeling in the HR department specifically in recruitment team. I also manage to include myself with other department like hostel and HR Care team. Over the course of 24 weeks, I have learned the difficulties of talent acquisition, the importance of building relationships with each department, and the need for efficient HR strategies in a multinational company.

One of the most important aspects throughout my internship was to understand the challenges Celestica has faced in retaining and attracting skilled workers. Not only that, technological advancements do have a massive impact on the company including the gig economy which currently always becomes the major effect. As a matter of fact, the understaffed recruitment team makes me go beyond my responsibilities or job scope. However, rather than seeing it as a burden, I embraced it as a learning opportunity that allowed me to build resilience, problem-solving skills, and confidence in my abilities.

Due to the all experience that has been given by Celestica and the HR Team, they managed to teach me many useful skills that I can be constantly in the future. Useful skills (adaptability, social, teamwork, etc) are really important because those skills have improved my personality in a better way. I also realized that HR is just not about hiring people, however, it is about how we engage with the employee and create a positive employee experience. Looking back, this internship has been giving me a grat experience.

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APPENDICES



Appendix 1 : Deepavali Gift Distribution



Appendix 2 : Ping Pong Tournament



Appendix 3 : Game On Challenges



Appendix 4 : Committee For Annual Dinner



Appendix 5 : Brisk Walk Flyers



Appendix 6 : Chinese New Year Gift Distribution

APPENDICES



Appendix 7 : Persada Johor Job Fair Day 1



Appendix 8 : Persada Johor Job Fair Day 2



Appendix 9 : Onboarding Session



Appendix 10 : Todd Copper's Visit



Appendix 11 : HR Team (Deepavali Gift Distribution)



Appendix 12 : Canteen Day

APPENDICES



Appendix 13 : Arranging Employees' Personal File (PFile)



Appendix 14 : Distributing Food For Ping Pong Participants



Appendix 15 : HR Team (Christmas Gift Distribution)



Appendix 16 : Hi-Tea at Madam Kwan's



Appendix 17 : Breakout Room (EHS Week)



Appendix 18 : Job Fair At KV Kluang