

**“ROLLING BEYOND  
SATISFACTION”**

**1 MARCH - 8 AUGUST**

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**INDUSTRIAL TRAINING  
REPORT**

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# **FEUKEN BEARING**

**Bearing Solution Provider**



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# EXECUTIVE SUMMARY

Within the cutthroat bearing market, Feiken Bearing is a leading manufacturer of ball and roller bearings as well as specialized custom bearing solutions for a wide range of industrial, automotive, and aerospace machinery applications. In order to stay ahead of the competition, the company prioritizes innovation and quality. It also consistently invests in research and development to improve the functionality and dependability of its products.

Feiken Bearing places a strong emphasis on chances for professional growth, competitive compensation packages, and employee engagement in order to overcome excessive staff turnover. To retain talent and maintain operational continuity, they place a high priority on a healthy work environment and efficient management techniques.

Feiken Bearing uses social media trends including influencer partnerships, video content, and social commerce in their marketing to reach a larger audience and increase consumer involvement. To ensure that new product line extensions are guided by customer input and industry developments, they place a strong emphasis on market research and customer feedback.

Feiken Bearing, through strategic initiatives and a dedication to quality, positions itself as a leader in the global bearing industry. Feiken Bearing aspires to excellence in product innovation, customer service, and market competitiveness.

# COMPANY PROFILE



**Feiken Bearing** is a global bearing manufacturer and supplier based in the USA with more than 35 years of entered into Malaysia in 2019. The company is dedicated to advancing mechanical transmission technology and promoting sustainable industrialization by providing high-quality products, effective solutions, and excellent service to their client. With an unwavering focus on customer satisfaction, they have continuously expanded their services to offer a wide range of product and customer solutions that cater to diverse industries.

They produce products for linear motion and bearings of the highest caliber. They can reach their clients with a shorter lead time thanks to their worldwide supply chain. In addition to being totally dedicated to servicing, their engineers and product specialists offer highly skilled advice by delving into the field to address engineering problems. Additionally, they provide specialized services for unique engineering applications.

Their vision at Feiken Bearing is to become the leading worldwide provider of precision bearing solutions, set apart by their dedication to innovation, dependability, and going above and beyond for their clients. In the future, they see their bearings leading the way in performance and longevity across industries, advancing technology and improving operational effectiveness for the global clientele.

Their mission is to continuously surpass industry benchmarks in the design, manufacture, and delivery of precision bearings of the highest caliber. To maintain their tradition of quality, they are committed to developing people, investing in state-of-the-art research and development, and creating a culture of continuous improvement.

Their goals include developing cutting-edge bearing technologies that improve performance metrics, entering new markets and industries, getting ISO 9001 certification for their strong quality control systems, and developing a highly qualified workforce through extensive training and development programs.



They want to use targeted growth tactics and strategic alliances to raise their market share by a substantial 15% over the next three years as part of their strategic company goals. To further highlight their dedication to sustainability and innovation, they also pledge to provide a new line of ecologically friendly bearings. In order to promote ongoing product innovation and increase market penetration, they want to establish strategic collaborations with important Original Equipment Manufacturers (OEMs).

In addition, their ultimate objective is to continuously provide their clients with outstanding value and service while maintaining a customer satisfaction level of 95% or above. At Feiken Bearing, their mission is to advance bearing technology and establish new standards for dependability, effectiveness, and client satisfaction in the international market.