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UNIVERSITI
TEKNOLOGI
MARA

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CELESTICA KULIM, KEDAH

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EXECUTIVE SUMMARY

The headquarters of Celestica, a prominent worldwide supplier of advanced manufacturing and supply chain solutions, are located in Toronto, which is at the heart of Canada. In order to translate new ideas into high-quality goods, the firm makes use of cutting-edge technology such as robots and automation. Celestica is able to successfully handle even the most difficult regulatory requirements and efficiently solve unique issues because of its extensive industry experience. Through the reduction of its influence on the environment and the promotion of ethical labor practices, the organization has shown its dedication to sustainability and corporate responsibility.

Furthermore, the corporation was confronted with a number of issues, such as swings in trade policy and climate change, both of which have an effect on supply chains and subsequent expenses. The organization keeps attentive to political events and makes use of technology improvements in automation and robotics in order to preserve its competitiveness. Because it has a worldwide presence, the organization is able to successfully streamline supply chains, comply with regional legislation, and service local markets.

Last but not least, Celestica places a strong emphasis on providing value-added services and exceptional client experiences in order to mitigate the effects of currency fluctuations and political instability. Increasing efficiency and fostering sustainable growth may be accomplished via the implementation of important methods such as operational optimization, waste reduction programs, staff training, and joint research and development activities.



COMPANY INTRODUCTION

COMPANY NAME:



The Celestica logo resembling a wave or swirl shape to represent as innovation, dynamism, and forward movement, reflecting Celestica's commitment to technological advancement, continuous improvement, and adaptation to evolving industry trends.

BACKGROUND

Celestica, founded in 1994 and headquartered in Toronto, Canada, has established itself as a leading global provider of advanced manufacturing and supply chain solutions. (Celestica, 2014) The company initially spun off from IBM's Canadian operations and quickly expanded its footprint to become a key player in the electronics manufacturing services (EMS) industry. Over the years, Celestica has built a reputation for delivering high-quality, innovative solutions across diverse sectors including aerospace and defense, communications, healthcare, and industrial technology. With a strong emphasis on technology and innovation, Celestica operates a global network of facilities strategically located in North America, Europe, and Asia.

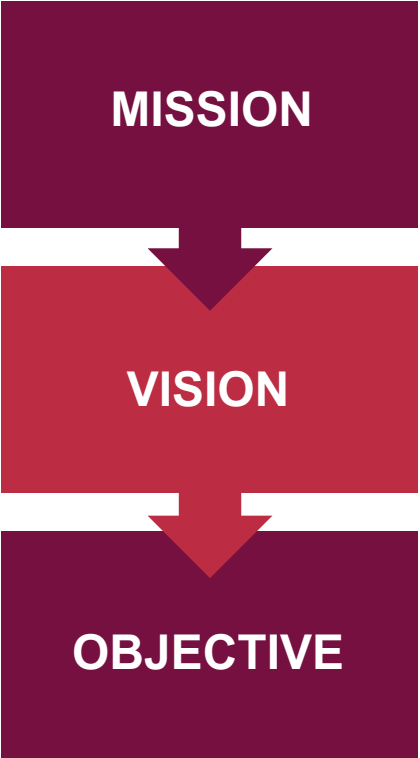
LOCATION

Lot 15 & 16, Phase 1, 3, Jalan Hi-tech 2, Kulim
Hi-tech Park, 09000 Kulim, Kedah



Figure 1: Celestica Kulim

COMPANY'S PROFILE



To create motivated and, high-integrity work environment based on a strong set of corporate Values

To unlock the Potential of the Future

To build trusted relationships and solve complex technology challenges to help customers realize greater value, potential and outcomes.

ORGANIZATIONAL STRUCTURE

