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UNIVERSITI
TEKNOLOGI
MARA

Cawangan Perlis
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FACULTY OF BUSINESS AND MANAGEMENT
BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN
HUMAN RESOURCESMANAGEMENT (BA243)

REPORT TITTLE:
BENCHMARK PRECISION TECHNOLOGIES AND SWOT
ANALYSIS INDUSTRIAL TRAINING REPORT



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EXECUTIVE SUMMARY

The industrial training report's executive summary offers a succinct overview of the intern's journey and highlights some of my most memorable internship experiences. The first section of this report provides an overview of Benchmark Precision Technologies, including its history, main business divisions, and industry relevance. The training reflection section focuses on the intern's personal and professional development during the internship, highlighting the abilities acquired, challenges faced, and lessons learned.

This report then moves on to Benchmark PT's SWOT analysis-based strategic analysis. This analysis provides important information about the organization's position by looking at the organization's strengths, weaknesses, opportunities and threats.

Comprehensive recommendations based on the results of the SWOT analysis are included in the report's conclusion. These recommendations improve Benchmark PT's strengths, reduce weaknesses, seize opportunities, and prevent possible risk.

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COMPANY'S PROFILE

Name, Location, History and Background

My internship is at Benchmark Precision Technologies which is situated at Batu Maung, 11900 Bayan Lepas, Pulau Pinang. Benchmark Precision Technologies are one of the multinational corporation organizations that located in Penang, Malaysia.

Benchmark Precision Technologies is an entity of Benchmark Electronics, a multinational engineering and manufacturing services provider. Benchmark Electronics, founded in 1979 in Clute, Texas, began as Intermedics' manufacturing subsidiary, specializing in low-volume, complex medical product assembly. Benchmark Electronics, Inc. was established in 1990 after gaining independence in 1986.

The company's global footprint includes a significant presence in Penang, Malaysia, where it operates several facilities encompassing electronics manufacturing services, precision mechanical component manufacturing, and complex capital equipment assembly.



Figure 1: Company's Logo

Vision and Mission

- Vision

To positively impact lives by solving complex challenges with our customers, creating innovative products that no one imagined were possible.

- Mission

To be our customers' trusted partner; providing comprehensive solutions across the entire product lifecycle; leading through our innovative technology and engineering design services; leveraging our optimized global supply chain; and delivering world-class manufacturing services.

Organizational Structure

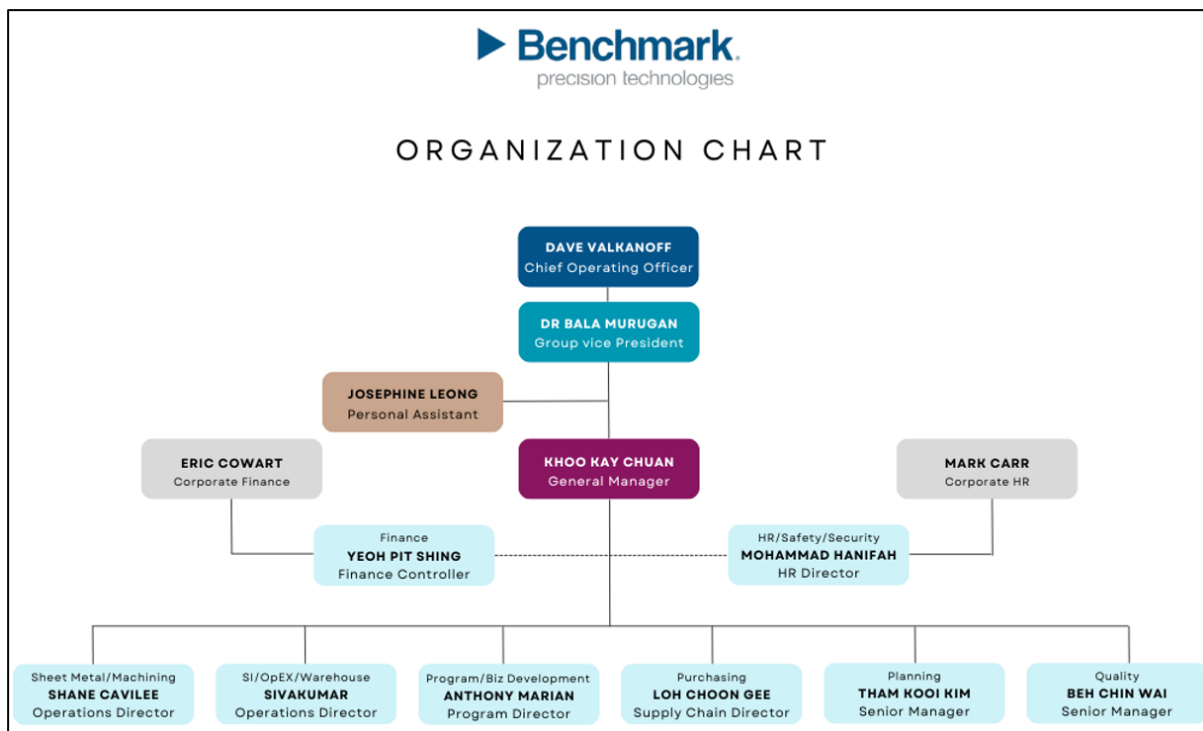


Figure 2: Company's Organizational Chart

1. General Manager

The General Manager (GM) oversees the overall operations and performance of a business unit or division. This position entails strategic planning, budget management, and ensuring operational efficiency. The GM directs staff, establishes business goals, and ensures that the organization's operations are in line with its strategic objectives. They report to senior executives or the board of directors, offering insights into business performance and suggestions for improvements.

2. Finance Controller

The Finance Controller manages the organization's financial activities and ensures financial integrity. Their responsibilities include financial reporting, budgeting, and analysis. This role entails following financial regulations and overseeing accounting operations. The Finance Controller also ensures that financial practices are consistent with the company's policies and strategic objectives.