

**THE EFFECTIVENESS OF USING INTRANET IN
DELIVERING INFORMATION WITHIN
INFINEON TECHNOLOGIES (M) SDN BHD**

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**Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
(Hons) International Business**

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MELAKA**

2006

ACKNOWLEDGEMENT

“In the name of Allah,”

Alhamdulillah, grateful thanks to Allah S.W.T. for giving me the courage, knowledge, time and strength to complete this study.

First and foremost, my deepest appreciation goes to my first advisor, Associates Proffesor Mariamah Mohd Ali, and, second advisor Puan Aminah Mohd Abbas for their guidance, comments, assistances and ideas in making this research possible. I am greatly indebted to them for helping me overcome obstacles in the process of conducting this research.

I am also grateful to Infineon Technologies (M) Sdn Bhd especially to Senior Engineer; Mr Zainal Abidin Haji Ismail, my supervisor, Puan Siti Zalina Govel, Puan Siti Haryani Haji Shahar and all staff at Infineon Technologies (M) Sdn Bhd especially at the Power Semiconductor Department. Without their cooperation, I do not think that I am able to do this project paper by myself.

I wish to thank my parents, for their patience, encouragement and support throughout the process of making this research possible. My warmest gratitude also goes to my beloved friend for sharing their ideas and giving me a helping hand in finishing this project paper.

To all individuals who have contributed directly and indirectly to this study my heart felt thanks.

Wassalam.

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ABSTRACT

Many firms today are either planning or implementing corporate intranets. Intranets hold great promise as “organizational Internets” to allow information sharing and collaboration across departments, functions and different information systems within an organization. Yet not much is known about how to implement intranets. In this research, the study is made towards the effectiveness of using intranet in delivering information within Infineon Technologies (M) Sdn Bhd. Research objectives for this study are: to identify whether it is effective to deliver information using intranet in the company, to determine the type of information needed to be display in the intranet, and, to identify the frequency of the employee use the intranets as their main information source

For the purpose of the study, exploratory research was deployed in order to determine whether it is effective to deliver information using the intranet. Convenience sampling technique has been utilized with 100 respondents or sample size. Self administered questionnaire was used as the survey instrument as the source of primary data. By using the analysis generated by Statistical Package for Social Science (SPSS), results are analyzed and deduction being drawn. The findings from this research paper determine that there are three elements to of effectiveness such as knowledge management, accessibility and, attitude of the employees towards intranet.

1.1 Company Background

Infineon Technologies Malacca is one of the largest Semiconductor manufacturing of Infineon worldwide. It is hosting over 13 % of Infineon's total worldwide manpower, with almost up to 6000 workers as at August 2006. The sale itself represents 1.4 % of the total Malaysian export. Infineon Technologies Malacca also responsible in assembling and testing almost 10 billion semiconductors per annum, with more than 30 years of manufacturing experience in Malaysia. Its accumulated investment is more than RM 4 billion. Infineon Technologies Malacca also has the most highest and modern technology development in Assembly and Test. The product of Infineon Technologies are use in wireless and wire line communications, automotive, industrial, computer, security and chip-card memory markets.

1.1.1 Vision

To create Semiconductor Solutions enabling the Technology Lifestyle of the individual in the 21st century.

1.1.2 Mission

- i. Aim to create and maximize values for their customers, shareholders, and employees. Ensuring that they get same benefit and sharing it with the others. Minimize the cost creation and borders among them.

Design build and market the industry's most advanced semiconductor solutions and services through leadership in innovation and customer orientation.