



**THE CRITICAL SUCCESS FACTOR OF RADIO FREQUENCY  
TECHNOLOGY IDENTIFICATION (RFID) TECHNOLOGY: A CASE  
STUDY OF THE HID GLOBAL SDN.BHD.**

**INDUSTRIAL TRAINING**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 INTRODUCTION.**

For this section of introduction it is more specific about the background of the study. This chapter will summarize the objective of the study to identify whether the objectives meet the study or not relevant. Furthermore, this chapter also introduce about the company background, problem statement that can be the main issue in the company and for purpose of study.

#### **1.1 BACKGROUND OF THE STUDY.**

Increasing use in technology of Radio Frequency Identification (RFID) in current lifestyle yet still become unaware to the consumer. RFID technology has been applied in hospitality, logistics, government and many industries but people did not familiar with the function of it. According to (Liu, 2010) RFID is the method of identifying unique items using radio waves that communicate between RFID tags and readers without line-of sight readability. There are numerous benefits to adopting RFID in the retail sector such as tracking and tracing goods and the containers that hold them, even in harsh environment, since RFID tags do not wear out and do not require line-of-sight to them (Sandip, 2005: 52). The implementation of this technology to the businesses and other industries make huge changes in daily work.

The uses of Radio Frequency Identification (RFID) basically can be very unique in term of identify the product, cases and other items which increase productivity and can save cost on labour costs in comparison to barcode technology (Sandip, 2005:115; Lee *et.al.*, 2005). Besides that RFID also have their limitations too (Liu, 2010). Basically, these technologies really help the consumer and help improve the way of lives nowadays. Instead of us using a punch card to start the work or using cash to pay, the RFID technology helps to make the life easier from the previous.

Other than that, these Radio Frequency Technology Identification (RFID) technologies give more benefits to the society and to the world, but we also need to know the limitation that this technology faced from the making until it reach to the end user. Some countries really acknowledge about this technology and fully utilized the advantages of it. Different with Malaysia, we really not fully depend on this and still use the manual or traditional way such as using barcode. Apart from that this technology also are been introducing a long time ago since the World War 2 during the British military want to identify is it the oncoming aircraft was a friend or enemy according to (Liu, 2010). So as we can see, this technology has been appliance a long ago and we still lack of using it.