

INTERNATIONAL PROCUREMENT CENTRE

CASE STUDY:

SONY TV INDUSTRIES (MALAYSIA) SDN. BHD.

A GRADUATION EXERCISE SUBMITTED TO THE FACULTY OF
BUSINESS AND MANAGEMENT IN PARTIAL FULFILLMENT
FOR THE BACHELOR IN BUSINESS ADMINISTRATION
(TRANSPORT)

PREPARED BY:

AMIRUDDIN BIN SHAHARIN

95373933

BACHELOR IN BUSINESS ADMINISTRATION (TRANSPORT)
FACULTY OF BUSINESS AND MANAGEMENT
MARA INSTITUTE OF TECHNOLOGY
SHAH ALAM SELANGOR

MARCH 1999

TABLES OF CONTENT

ABSTRACT

ACKNOWLEDGEMENT

CONFIDENTIALITY

LIST OF ABBREVIATIONS

LIST OF FIGURE

CHAPTER 1

- 1.0 Introduction
 - 1.1 Problem Statement
 - 1.1.1 Production
 - 1.1.2 Supplier related probl
 - 1.1.3 Lead Time
 - 1.1.4 Claims by customer
 - 1.2 Objective of the study
 - 1.3 Literature Review
 - 1.4 Methodology
 - 1.4.1 Primary Data
 - 1.4.2 Secondary Data
 - 1.5 Scope and limitation
- References

CHAPTER 2

2.0	Background of the Company	15
2.1	Background of SONY	15
2.2	SONY in Malaysia	17
2.3	SONY TV Group Production Plant	20
2.4	SONY TV Industries Malaysia Sdn Bhd (SBN)	23
2.5	Process of making Television	28
2.5.1	Auto Insert	28
2.5.2	Hand Mount	28
2.5.3	Mainline	29
2.6	Background of Study	30
2.7	SONY TV Industries (SBN) International Procurement Centre Business	33
2.7.1	By Kit Business	34
2.7.2	By Parts Business	34
2.8	Department Involve in SBN International Procurement Centre and Operation Flow	36
	References	39

ABSTRACT

This graduation exercise has been written to provide a clear view and practical understanding on the current scenario on activities carried out under International Procurement Centre (IPC) status by SONY TV Industries (M) Sdn Bhd (*SEN*). The activities involve are sourcing, purchasing repackaging and transport.

The problem faces by SBN in order to run the activities are production matter, supplier related problem, lead time and claims by customer. Due to this problem, SBN had to bear extra cost of operation.

Personal interviews and observations has been made in order to gain more information. Resulting from that , certain procedures are recommended in order to improve the situation

ACKNOWLEDGEMENT

In the process of fulfilling my thesis, I am beholden with the assistance, guidance and support, of many people that redounded in dissimilar ways to the preparation of this thesis.

I would greatly devote my genuine testimonial and thanks to my respectful advisor , Profesor Madya Haji Mohamad Arshad Haji Zainuddin , from whom I learned the excellent guidance, support, advice , precious criticism and encouragement, I am also indebted to all my dedicated, experienced and very acknowledgeable lecturers at *MARA Institute of Technology* that I believe, I have been providential to have a opportunity to study under them

I wish my express my deepest thanks and sincere gratitude to *SONY TV Industries (M) Sdn Bhd* staff especially, *Mr Omar Onn Ong Abdullah* and not forgetting to *Mr Michael Thean, Mr A.K Chow, Miss Anne Poong, Mr Huzaini Musthapa , Mr Sabarin Ibrahim, Mr Shamsul Sajudddin, Miss Rozita Tukimin, Miss Parvathy, Miss Norlaily Malik, Miss Suraya, Mr Harnadim , Miss Salsury and Miss Shahida* for their cooperation , much helpful ideas and opinions, motivating deliberation and time.