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UNIVERSITI
TEKNOLOGI
MARA

HRM 666

INDUSTRIAL REPORT

**FACULTY OF BUSINESS MANAGEMENT
BA243 - BACHELOR OF BUSINESS
ADMINISTRATION (HONS.) HUMAN RESOURCE
MANAGEMENT**



COHU MALAYSIA SDN. BHD.

**Prepared For : Puan Arnida binti
Jahya**

**Prepared By: Aliah Maisarah
binti Mohd Aris
(2022912397)**

**Submission Date : 13th January
2025**



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Maklumbalas (/)

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Setuju

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Tuan/Puan

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Nama Pelajar	ALIAH MAISARAH BINTI MOHD ARIS		
No. Matriks	2022912397	Nama Program	BA 243
Tajuk Laporan	SWOT ANALYSIS OF COHU MALAYSIA SDN BHD	Nama Syarikat	COHU MALAYSIA SDN BHD

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Yang Benar

Tee

.....
Nama Pegawai : Tee Wei Kang
Jawatan : Spare Part Officer
No. Tel. :
No. Faks :

Cop jabatan/organisasi:



EXECUTIVE SUMMARY



During my six-month industrial training at Cohu Malaysia Sdn. Bhd. in the Spares Department, from August 12, 2024, to January 24, 2025, for my Bachelor of Business Administration (Hons.) degree in Human Resources Management, one of my responsibilities is preparing shipping documents. These included distributing pick slips to the Spares Part Officer, scanning pick slips daily, validating and generating invoices.

This essay will thoroughly describe the industrial training I got at Cohu Malaysia. A comprehensive review of the company's advantages, disadvantages, possibilities, and risks is also included. Cohu, Inc. (NASDAQ: COHU), a world leader in back-end semiconductor services and equipment, was founded as Cohu Malaysia in 1947. The business offers numerous solutions for the production of semiconductors.

It also includes an analysis of the opportunities, threats, weaknesses, and strengths that I have seen and investigated within the workplace along with throughout the entire organisation. Even while Cohu has many benefits and opportunities, the company also faces challenges which result directly from the risks and weaknesses it carries. To strengthen Cohu's capacity to ensure its long-term viability, a recommendation has been given to address the weaknesses and risks the company face. I achieved important learning objectives over the industrial training duration, including developing a collaborative mindset and improving communication skills through many team interactions.

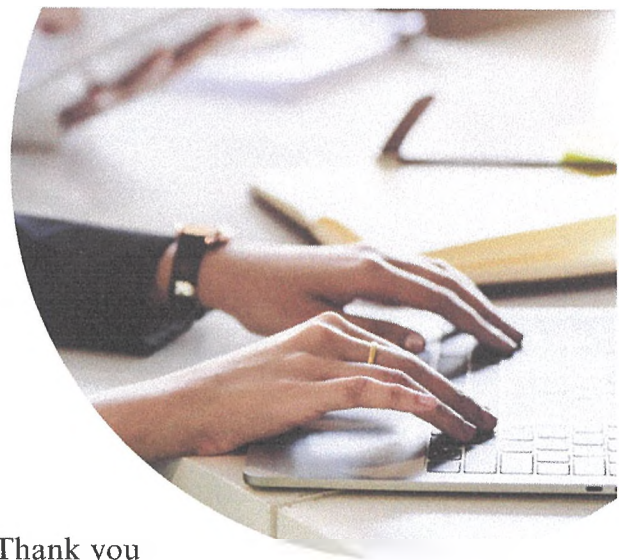
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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



In the name of Allah, the Most Merciful and Most Gracious. Thank you for providing me with the opportunity to finish this project.

First and foremost, I want to thank my advisor, Madam Arnida binti Jahya, for her outstanding assistance and direction throughout my internship. Her extensive experience and helpful feedback greatly enhanced my experience. I am grateful to the LI Unit for allowing me to start this important educational path before entering the professional world.

I also want to sincerely thank Wei Kang Tee, my internship supervisor, for his guidance, inspiration, and assistance during this process. His expertise and support were really helpful to me. I also want to thank the entire Spares Department for making me feel welcome and fostering a friendly atmosphere. Without the assistance, my internship efforts would not have been successful.

I also want to express my gratitude to my friends and family for their continuous encouragement and support throughout my internship. Throughout this adventure, their encouragement and faith in me have been a huge source of motivation. Finally, I would like to express my gratitude to all of my friends for their direct and indirect support during this journey. Without your guidance and assistance, I would not have been able to complete this internship.

1.0 STUDENT PROFILE

ALIAH MAISARAH BINTI MOHD ARIS



Performance-driven and dedicated student degree in Human Resource Management from UiTM Bandaraya Melaka, seeking an internship placement in human resource related in your reputable organization while gaining valuable work experience for future professional development. Possess experience in providing support for various employer as a part-timer mainly in managing daily operation, and customer services. I'm a quick learner that wants to enhance my professional capabilities and expand my skill set.

EDUCATIONAL BACKGROUND

Universiti Teknologi MARA	(2022-Current)
Bachelor of Business Administration (Hons.) Human Resource Management	
CGPA: 3.41	
Universiti Teknologi MARA	(2019 - 2022)
Diploma in Office Management and Technology	
CGPA: 3.70	
SMK Bukit Baru	(2015 - 2018)
Accounting	
Sijil Pelajaran Malaysia (SPM)	

WORK EXPERIENCE

Popular bookstore	(December 2018)
Retail Assistant (Part-time)	
• Maintaining a clean and organized work area. • Help customers by answering questions and locate specific items. • Stock, replenish and organize shelves and inventory efficiently. • Treated customers in a respectful and professional manner at all times. • Handled safely and delicately the items and products in a store.	
Maniss Pastry and Coffee	(August 2023 - Sep 2023)
Waitress (Part-time)	
• Providing excellent wait service to ensure satisfaction. • Taking customer orders and delivering food and beverages. • Carry dirty plates, glasses and silverware to kitchen for cleaning. • Making menu recommendations, answering questions and sharing additional information with restaurant patrons. • Communicate order details to the Kitchen Staff.	
Ikan Emas Coffee	(Feb 2024 - April 2024)
Waitress (Part-time)	
• Present menu, answer questions, and make menu recommendations. • Taking customer orders and delivering food and beverages. • Carry dirty plates, glasses and silverware to kitchen for cleaning. • Process payments of food and drink orders with the cash register. • Making content of the cafe to post on Instagram.	
Sales Planner Intern	(Aug 2024 - Feb 2025)
• Scan and prepare the invoice, packing list and air waybill document for DHL and Fedex. • Do prove of delivery (POD) report. • Sorting all the document and passing to the warehouse to pack.	

EXTRACURRICULAR

Participate in Corporate Social Responsibility (CSR) UiTM. (January 2023)
Bureau of Multimedia and Publicity

- Venue at Lembaga Pengurusan Kebajikan Anak Yatim/Miskin Islam Negeri Melaka (PAYASUM)
- Conduct an attractive activity and encourage them to play and interact and engagement.
- Responsible to taking a picture and video before, during and after the program.
- Be able to communicate with the orphanage children in Payasum orphans.

Conduct Mock Training Programme “Be Mentally Fit, Be Alert” (CSR) UiTM. (June 2023)

- Venue at Asahan Village Community Centre Melaka.
- Produce and encourage students as well as strengthen the relationship between students and community around Malacca.
- Spread knowledge and awareness regarding mental health to senior community.
- Do a role-play to spread awareness regarding mental health.
- Receive 3 Stars for community project star rating awards 2023.

Participate in International Teaching Aid Competition (iTAC) 2024. (June 2023)

- Organised by Special Interest Group - Public Interest Centre of Excellence (SIG- PICE) of UiTM Kedah.
- Manage to win silver awards for our “Financial Planning” (iTAC266) innovation project.

Conduct Programme “Coffee Talk With Alumni (CTWA)” (June 2024)

Bureau of Publicity

- Venue at Auditorium Ibu Zain Aras 4 UiTM Kampus Bandaraya Melaka.
- Managing the organization's presence on social media platforms.
- Managing events that promote the organization.

SKILLS

Software: Microsoft Office (Word, Excel, Powerpoint), Canva, Webex, Capcut.

Hard skills: Human Resource Management, Strategic Management, Recruitment and Selection, Social media, Organizational Skills, Compensation and Benefits.

Soft skills: Communication, Teamwork, Time Management, Willingness to Learn, Attention to Detail, Interpersonal Skills.

LANGUAGES

Malay: Native

English: Intermediate

Mandarin: Beginner

REFERENCES

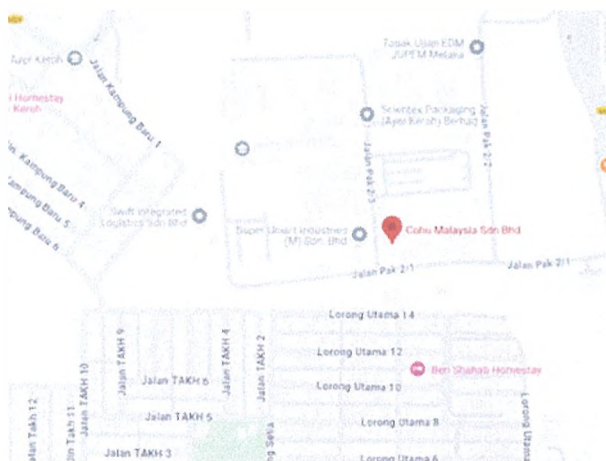
Dr Juan Rizal bin Datuk Hj. Sa'ari
Pensyarah Kanan
UiTM Cawangan Melaka
Kampus Bandaraya Melaka
110 Off. Jalan Hang Tuah
75300 Melaka.

Helmy Fadlisham bin Abu Hasan
Pensyarah Kanan
UiTM Cawangan Melaka
Kampus Bandaraya Melaka
Jalan Hang Tuah 75300 Melaka.

2.0 COMPANY PROFILE



Company Name	Cohu Malaysia Sdn Bhd
Industry	Semiconductor Equipment Manufacturing
Parent Company	Cohu, Inc
Location 	No. 5203-1, Phase 4, Malaysia Jalan Pak 2/3, Ayer Keroh Industrial Estate, 75450 Ayer Keroh, Melaka.



Cohu Malaysia is located at No. 5203- 1, Fasa 4, Malaysia, Jalan Pak 2/3, Kawasan Perindustrian Ayer Keroh, 75450 Ayer Keroh, Malacca

COMPANY'S BACKGROUND

Global semiconductor and electronics manufacturers and semiconductor test subcontractors rely on Cohu as a top supplier of semiconductor test and inspection handlers, micro-electromechanical system (MEMS) test modules, test contactors, thermal sub-systems, and automated semiconductor test equipment. The goals of their product line are to speed up time to market, lower test costs, and increase yield.

The factory was first established by Ismeca, a Swiss company that Cohu acquired in 2013. It initially inhabited an 8,200-square-foot rented building in Taman Teknologi Cheng and employed 50 people. Cohu Malaysia began as a customer service centre and has grown continuously over the years, employing over 650 people at its 100,000-square-foot facility in Ayer Keroh, Melaka. Cohu, Malaysia, is becoming a major global supply chain centre and production site.



Most of Cohu's equipment is located in customer sites throughout Southeast Asia. Since many of Cohu's clients, like Infineon, Texas Instruments, STMicroelectronics, NXP, and Samsung, are located within two hours' travel time of the nation, Melaka is an essential location. Because Malaysia is conveniently located in the heart of Southeast Asia. Due to Malaysia's strategic position, ease of access, and affordability, Cohu can get closer to its Far Eastern customers, who purchase the majority of the world's semiconductor back-end equipment.

For the past ten years, Cohu has received financial support from numerous government agencies, most notably MIDA. Cohu, which holds the designations of the International Procurement Centre and Pioneer, has been progressively expanding its R&D capabilities and competencies in Malaysia. This has led to the development of both direct and indirect high-paying employment opportunities in Melaka's engineering and technology sectors. To facilitate a smarter, safer, and more connected future, it is consistently growing its leadership in innovative product development.



COMPANY'S BACKGROUND

Vision

We deliver leading-edge solutions to enable a smarter, safer, and more connected future.

Mission

To be the leading supplier of innovative assembly and test solutions to semiconductor and system-level manufacturers.

Objective

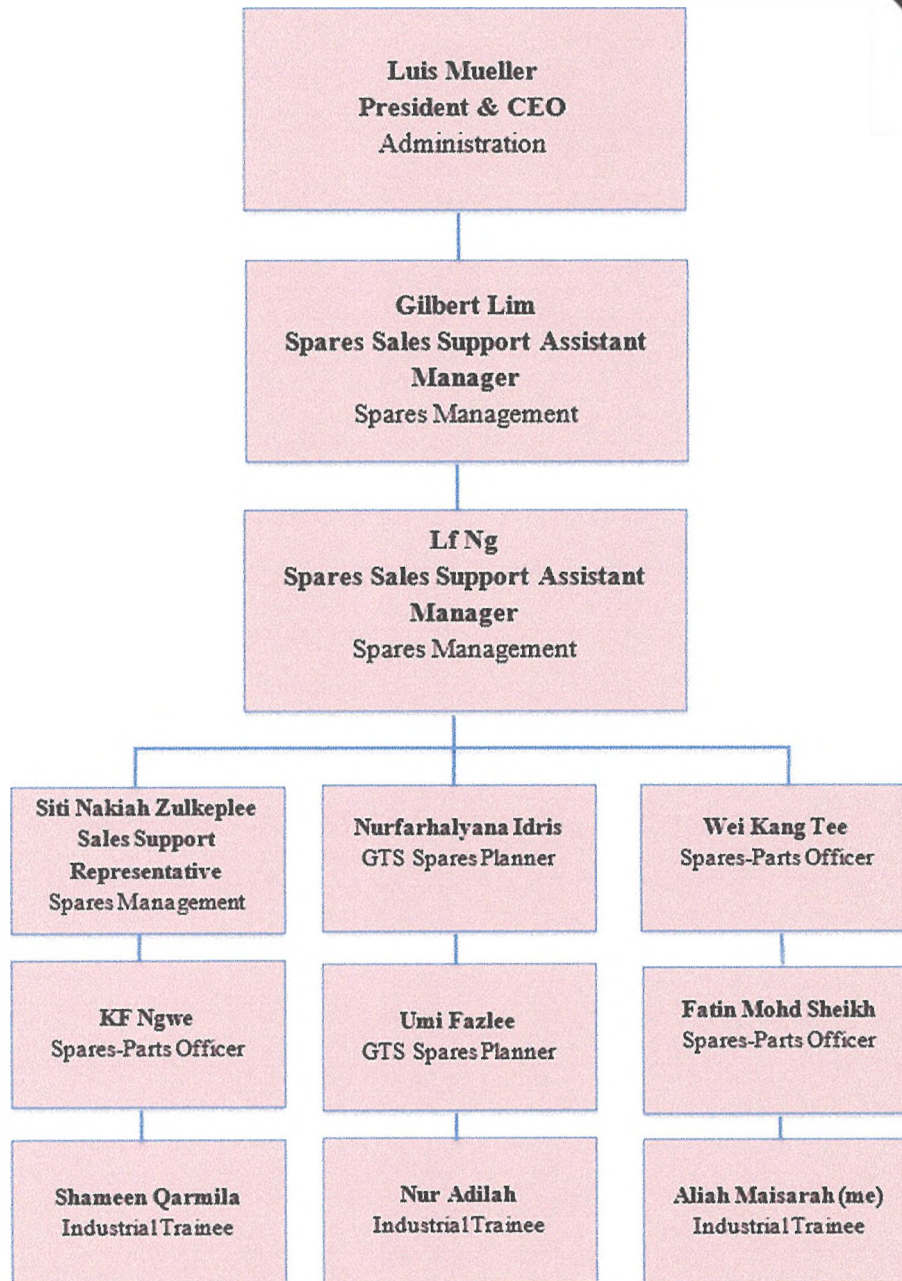
We bring quality into our goods and services. We satisfy our consumers by doing it right the first time and every time.

Goals

Cohu wants to achieve a number of objectives, including improving service response times for existing equipment, increasing the effectiveness and cost-effectiveness of upgrades and improvements, collaborating closely with customers to develop new equipment and rapidly incorporate feedback, and streamlining operations to better serve the Asian market with faster and more affordable manufacturing capabilities. These goals demonstrate Cohu's commitment to innovation, customer satisfaction, and operational excellence in the semiconductor test and inspection industry.



ORGANIZATIONAL STRUCTURE



PRODUCT AND SERVICES



Test Handler

Cohu has been in the semiconductor business for more than 50 years, and throughout that time it has designed and manufactured equipment for ICs, LEDs, and discrete components. MEMS test cells, turret-based test handling, pick-and-place systems, gravity feed handlers, test-in-strip handlers, and back-end finishing solutions are among their product offerings. Microcontrollers, automotive components, mobile devices, power systems, and micro-electromechanical systems (MEMS) are just a few of the many device kinds and package sizes that Cohu's test handlers can handle.

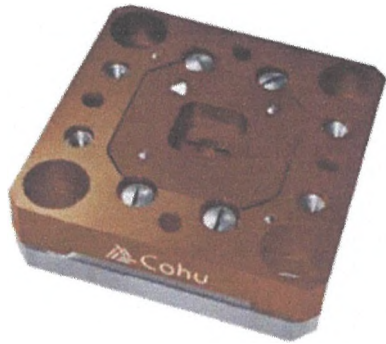
Semiconductor Testers

Cohu is an expert in semiconductor testers for testing SOC, MCU, RF PA/FEM, sensors/MEMS, power, and analogue devices, with over 40 years of experience in the design and production of scalable Automated Test Equipment (ATE). They provide top-notch solutions that shorten time to yield with their wide variety of ATE platforms and instruments.



PRODUCT AND SERVICES

Interface Solutions



Cohu is a top supplier of semiconductor test sockets, having been in the business for more than 50 years. Cohu provides premium test contactor and probe pin solutions for a variety of applications and difficulties using cutting-edge research and development techniques. They provide a wide range of test contactors, which serve as the electrical connection between the tester and the semiconductor device that the test handler is presenting. To improve signal performance, they also provides a range of disposable probe pins.

Inspection and Metrology

CCohu provides a variety of options for the inspection and packaging of:

- Custom-molded lead-filled and lead-free devices
- Post-singulated wafer-level chip scale packages (WLCSP) and bare dies

NV-Core, Cohu's in-house vision technology, offers advanced inspection capabilities for all of its handling products. Advanced inspection and metrology capabilities like 3D Flex for three-dimensional topographic examination, sidewall micro-crack detection, and infrared inspection for subsurface flaw identification are examples of recent advances inside NV-Core.

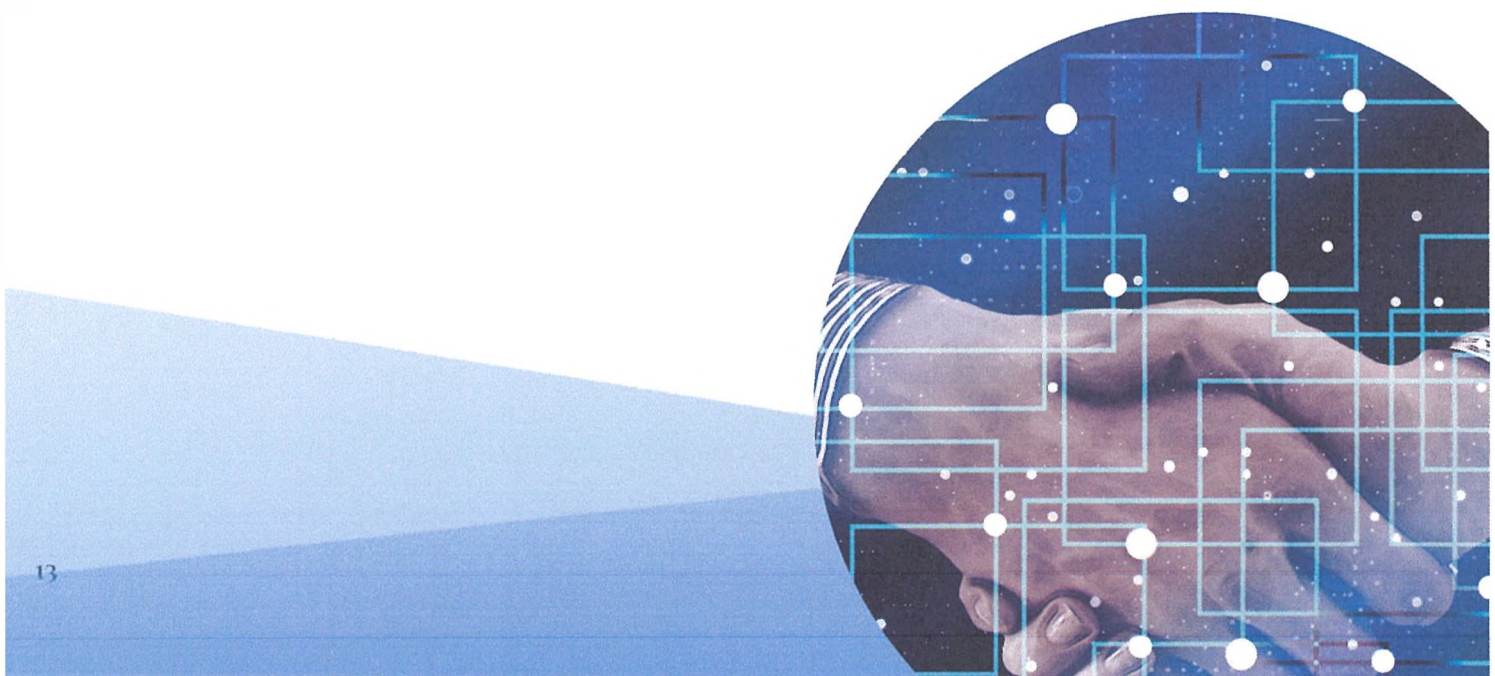


PRODUCT AND SERVICES



Data Analytics

Cohu is an expert at analyzing and interpreting vast amounts of equipment data, providing insightful information to improve performance and assist with Industry 4.0 projects. The software of the DI-Core™ Data Intelligence system increases inspection yield, optimises device production per machine, and boosts equipment efficiency in general. Semiconductor manufacturers may sustain greater production speeds while improving visual inspection accuracy with real-time AI inspection software.



3.0 TRAINING REFLECTION

During my internship at Cohu Malaysia Sdn. Bhd, which is located in my hometown of Melaka, I worked in the Spares department for six months, from 12 August 2024 to 24 January 2025. My supervisor were Wei Kang Tee, the spares-parts officer. I work there Monday through Friday from 8:00 a.m. to 5:15 p.m., except on public holidays, with an allowance RM1000. We are given one hour for our lunch break and pray from 12:00 p.m. until 1:00 p.m., as indicated in section 60A(1) Employment Act 1995 (EA1955).



During my internship at Cohu Malaysia Sdn. Bhd, I was assigned to the Spares department as a spares planner. I have the same tasks as a intern at Cohu Malaysia Sdn Bhd. Scanning the pickslip at the warehouse will be my responsibility as part of my training job scope. The first thing I will do when I arrive there is I will collect the pick slips and arrange them by business units. I will then proceed ahead and scan every pick slip that has been assigned for the shipments for that day. Following the scanning process, I will update the planner team's records using the information from the pick slips to ensure that all shipments are precisely and promptly documented.

TRAINING REFLECTION

In order to ensure correctness in prices, order quantities, and client requirements, my training work scope involves both daily pick slip scanning and detailed pick slip detail checking. In order to facilitate thorough shipment tracking, I will then create Airway Bills (AWB) in compliance with the designated forwarder, including options like FEDEX, TNT, DHL, and UPS. I will also use Oracle to generate labels, performances invoices, packing lists, and other required documents. Finally, I will be managing the printing of all generated documents and sort them before delivering them to the warehouse for final packaging in order to guarantee an error-free and efficient shipment procedure.



The advantages that this industrial training day brought about for me. My allowance from the company is up to RM1000 every month. We also entitled 4 days of annual leave and 14 days of medical certificate. Another advantage is having my own desk, which is great for practical students like myself. It really facilitates my ability to complete the task at hand. Additionally, I can use the office's Wi-Fi, which is accessible to all staff members. My six months as a practical student here went more smoothly because to these advantages, which have motivated me to put in more effort. Last but not least, I learnt new knowledge on technical working skills. I was able to learn how to use Oracle and other websites, for instance. I got the chance to put what I had just learnt to use in real-world work scenarios, including using my communication, critical thinking, and problem-solving abilities as well as my computer skills, especially Microsoft Excel.



4.0 SWOT ANALYSIS

A strategy tool called SWOT analysis assists businesses in planning and decision-making by looking at both internal and external issues. There are four items that require examination, like Weaknesses (internal issues such as excessive expenses), Threats (external risks like competition), and Opportunities (external development potential like market changes). By considering these elements and devising strategies to capitalise on their advantages, address their weaknesses, grasp opportunities, and counteract dangers, a company can plan for future success.

STRENGTH

- Good working environment
- Strong reputation



WEAKNESSES

- Labour shortage
- Potential Supply Chain Disruptions

OPPORTUNITIES

- Strategic Partnership
- Emerging technologies



THREATS

- Geopolitical factors
- Cultural misunderstanding

DISCUSSION AND RECOMMENDATION

STRENGTH

1. Good Working Environment

A big strength of the spares department is its good working environment. When I work there, I feel a positive atmosphere with the team. On the first day of working there, the team treated and welcomed me positively was friendly, and made me feel comfortable and motivated to work there. A positive atmosphere is an important thing that a company has to have because it will encourage happiness and motivation. Other than that, they are very supportive of me. This is because, when I feel like lose my brain to solve the problem, they will come to me, discuss and help me with the problem. I can always ask them for help if I need it, whether it is about my tasks or solving a problem. When we are working or every month of closing, my manager will come to the office and support us by helping and giving us the motivation to do it. My manager also will treat us to some food when we are struggling to finish the work. An effective workplace also prioritizes workers' health and safety. This involves ensuring that workers have a comfortable workspace and that the office is physically safe. I feel safe working there at Cohu because there has strict security that handles the safety of the workers there.

To maintain this strength, Cohu should **continuously monitor the workers and the support from the top management**. Cohu can provide regular feedback and recognition to the workers. For example, Cohu should make sure that there is a culture of constructive criticism and that workers' contributions are valued. Establish routine performance evaluations and foster an atmosphere where constructive criticism is respectfully offered and accepted. According to Shiftbase by Rinayli, it consists of giving people feedback to help them perform better, develop new abilities, and improve their behaviour. In contrast to destructive criticism or negative feedback, which frequently concentrates only on highlighting faults and mistakes, criticism has a more detailed and productive approach (Bonifacio, 2024). The top management also can **maintain strong leadership support** by continue providing motivation and support on a busy day. By encouraging team members to communicate and work together, leaders inspire and motivate others, give direction and vision, and contribute to the development of a successful workplace. To put it simply, any organisation that wishes to accomplish its goals needs effective management and leadership. Organisational success is influenced by leadership in a variety of ways that can either positively or negatively impact employee engagement, retention, and profitability. The success of an organisation can be positively impacted by leaders that promote a positive, collaborative work environment and a favourable employee experience (Tenney et al., 2023).

DISCUSSION AND RECOMMENDATION

STRENGTH

2. Strong Reputation

Cohu Malaysia is a company of a business that produces trustworthy electronics sector equipment. Excellent ratings for overall satisfaction, customer service, and product performance are regularly given to the business. Because Cohu continuously provides reliable goods and services, the company has established a strong reputation in the market. The business focuses on test and inspection solutions that guarantee the dependability and quality of semiconductor components. Products from Cohu are trustworthy and well-made. Consumers can rely on them to deliver constant performance, which is important in sectors like semiconductor manufacturing where accuracy and dependability are critical. Cohu has established a solid reputation as a dependable partner in the semiconductor sector because of its consistent production of high-quality goods. This reflects the company's expertise and commitment to satisfying client needs. For almost 77 years, Cohu has achieved success. The company's constant commitment to quality is the reason for its lengthy history of success. Cohu is a dependable leader in its business, consistently satisfying industry expectations and adapting to technical developments, as evidenced by its capacity to hold its market position for a long time.

To maintain and enhance this strength, Cohu Malaysia should **invest in employee development and enhance recruitment and retention strategies**. Cohu may shape their future leadership to fit the specific needs and values of your business by investing in employee growth. A culture of development and learning makes it possible to identify potential leaders early on. To build an archive of qualified candidates for upcoming positions, provide them with focused chances to expand and diversify their abilities (Hall, 2023). For example, Cohu can provide ongoing training programs so that team members are knowledgeable about the newest developments in technology. Enhance recruitment and retention is also important for Cohu to enhance this strength. Since ineffective employee retention tactics usually lead to employee turnover, organisations without talented individuals will struggle to achieve their desired goals and objectives (Igbinoba et al., 2022). To attract the talented individuals to join the company, coh u needs to creates a competitive compensation packages. Offering competitive pay packages encourages employees to give their best work and stay dedicated to the company in addition to recruiting top talent (Kalapala et al., 2024).

DISCUSSION AND RECOMMENDATION

WEAKNESSES

1. Labour Shortage

When a company experiences a labour shortage, it indicates that there aren't enough employees to do the required tasks. Dealing with a labour shortage might provide some difficulties for a business such as Cohu. Certain jobs demand highly specialised knowledge and abilities, especially in high-tech areas like semiconductor testing. Finding those who are right for the job becomes challenging for Cohu if there aren't enough workers with the necessary skills (such as engineers or technicians) in the labour market. Because it necessitates specific education and training, skilled labour in these fields can be in short supply. When there is a labour shortage, fewer workers are available to do jobs, which causes production to be delayed. Other than that, to help make out for the lack, the remaining employees might need to take on extra duty. Employees may experience stress or burnout as a result of managing additional responsibilities. Overworked employees may become less productive, which could lead to poor work quality and mistakes in the production process.

To overcome this problem, Cohu needs to **implement skill-based hiring process**. This means putting a greater value on a person's true abilities than just their formal education or qualifications. To determine whether a candidate is qualified for a position, consider their experience and talents rather than just their degree. For instance, a person might have hands-on skills or certifications that show their ability to perform the technical work required, even if they do not hold an engineering degree. A business like Cohu can discover talented candidates who would have gone ignored because they didn't pursue a typical educational path by recruiting based on skills. Employers can increase employee retention by using a skills-based approach to increase the number and quality of applications for available roles as well as help employees find more internal advancement opportunities. Additionally, it benefits communities by expanding and improving employment options for more kinds of people (Hancock et al., 2022).

DISCUSSION AND RECOMMENDATION

WEAKNESSES

2. Potential Supply Chain Disruptions

Cohu's supply chain, which supplies the components and materials required for its semiconductor testing and inspection equipment, is directly linked to the company's capacity to produce goods on schedule and maintain high-quality standards. Cohu may have serious problems if the supply chain is interrupted, particularly if essential components are delayed or unavailable. Global companies are essential to Cohu's supply chain. Because of its global reach, Cohu's capacity to obtain necessities may be impacted by disruptions in one region. Events like trade restrictions, natural disasters (such as earthquakes, tsunamis, or floods), or even protests in a specific area might suddenly interrupt or reduce the flow of commodities. For instance, Cohu may be unable to obtain the required parts on time if a manufacturer in an area prone to earthquakes ceases operations, which would cause delays in their manufacturing process. These difficulties show how unexpected situations beyond Cohu's control might impact the company's operations. Strong supply chain management techniques are needed for Cohu to lower these risks and maintain smooth operations.

Cohu's abilities to effectively create semiconductor testing and inspection equipment depends on maintaining a strong supply chain. My suggestion to overcome this problem is Cohu should **consider to develop contingency plans**. Make contingency plans to deal with issues like shortages, delays, and natural disasters that could cause supply chain disruptions. To keep these strategies current and effective, check and revise them frequently. Businesses can benefit greatly from risk management and effective contingency planning. These tactics support stakeholder confidence, financial loss reduction, and business continuity. Businesses can survive crises with resilience and keep their competitive edge by predicting possible interruptions and proactively managing risks (Lefkowitz, 2024). Organisations also can enhance their preparedness and response skills by understanding and dealing with the crucial factors that influence these emergency plans (Lee, 2024). For example, diversifying their supply chain actions by combining and using various forms of transportation, routes, ports, and sourcing locations is part of the shift in focus to "just-in-case." In the event of an emergency, Cohu may easily shift to the alternative solution that best fits their needs if they have a lot of options and proactive, preventive planning (Kuehne+Nagel, n.d.).

DISCUSSION AND RECOMMENDATION

OPPORTUNITIES

1. Strategic Partnership

By collaborating with leading IT firms or academic institutions, especially those that focus on cutting-edge technologies like artificial intelligence (AI), Cohu can improve its offerings and promote innovation. Through these partnerships, Cohu has access to cutting-edge research, concepts, and technologies that might not be available internally. For instance, Cohu can take advantage of the most recent advancements in AI algorithms by collaborating with a university that is well-known for its AI research. These algorithms might be included in Cohu's inspection systems to enhance data analysis, speed up defect identification, and increase problem detection accuracy. In addition to guaranteeing better-quality products, this also speeds up and improves manufacturing processes, which is essential in a competitive sector like semiconductors. Additionally, collaborations with academic institutions give Cohu access to an audience of talented engineers, researchers, and students who may contribute new knowledge and perspectives. Cohu maintains its edge over competitors and establishes itself as a leader in the semiconductor sector by keeping up with technological advances through these partnerships. This tactic provides access to new markets and business opportunities.

To get this opportunities by collaborating with leading IT firms or academics institution, Cohu can **create talent acquisition initiatives with collaborating institutions**. For example, Cohu can take more action in creating research partnership, co-op, and internship programs with top tech and university institutions. Cohu also can interact with talented students and researchers right away by developing programs specifically for this purpose. These programs build connections that could result in the hiring of highly qualified researchers and engineers once they graduate. In addition to ensuring the availability of qualified workers, successful talent acquisition strategies also improve organisational performance, productivity, and competitiveness (Opada et al., 2024). Other than that, by focussing on talent acquisition, development, management, and retention, effective talent management methods can guarantee that businesses have the appropriate individual for the position, or person-job (PJ) fit, at the correct time to achieve organisational objectives, or person-organization (PO) fit (Abraham et al., 2023). As a result, Cohu has access to a constant flow of skilled and qualified workers who are already familiar with its operations.

DISCUSSION AND RECOMMENDATION

OPPORTUNITIES

2. Emerging Technologies

Artificial intelligence (AI) and 5G are some of the emerging technologies that are driving up demand for advanced semiconductor devices. This gives Cohu an important potential. As these technologies advance, specific tools are required to verify and evaluate their quality to ensure the best possible performance. For instance, more rapid and reliable internet connections are made possible by 5G technology. Manufacturers want tools to assess the performance and reliability of 5G components, such as CPUs and communication devices. These testing tools can be created by Cohu, allowing the business to adapt to this growing industry. Furthermore, AI-powered devices process data using accurate and effective chips. Cohu can enhance its role of advancing cutting-edge technology by providing solutions that evaluate these AI components.

However, my suggestion to expand their technologies is by **creating custom testing tools**. Cohu can build specialised equipment for testing components utilised in AI and 5G technologies. For instance, high-bandwidth memory (HBM), a form of extremely quick memory, is used by computers in artificial intelligence. The Neon platform is equipment created by Cohu that evaluates the quality of various memory components. By guaranteeing that every component of AI systems, such as those found in data centres, is of the highest quality, this helps them function more effectively (Müller & Cohu, 2024). Other than that, Cohu can **improve inspections with AI**. To improve testing speed and accuracy, Cohu has implemented artificial intelligence (AI) into its devices. They have developed software that more efficiently detects flaws in chips and parts by utilising cutting-edge AI techniques like deep learning. As a result, manufacturers can generate higher-quality products since the robots can identify even the smallest issues that may go undetected during routine inspections.

DISCUSSION AND RECOMMENDATION

THREATS

1. Geopolitical Factors

There are significant geopolitical risks to Cohu's global operations and supply chain. Issues like trade restrictions, tariffs, or changes in politics in important areas could harm Cohu's earnings and disrupt its international operations. Higher tariffs on electrical parts from a nation that Cohu depends on, for example, may increase production costs, result in delays, and make it more difficult to produce goods on schedule. Because of trade disputes, economic policies, or instability in politics, governments may restrict exports from particular nations or charge taxes on imported commodities. Such actions could raise production prices considerably if Cohu depends too much on these nations for raw supplies or components. Cohu's position in the semiconductor sector may be weakened by irregular supply or increased expenses. Over time, Cohu's market share may be reduced if customers choose to do business with competitors that can provide quicker delivery or cheaper costs.

My suggestion to overcome this problem is Cohu should consider **make use of insurance and trade agreements**. Since trade agreements are frequently seen as one of the most significant legally binding tools available to governments for the creation of external policies, they have the potential to significantly impact these critical sustainability issues through international public law responsibilities (Harrison, 2023). Cohu can reduce or eliminate additional expenses, such as tariffs, while buying or selling components and materials by using these agreements. For instance, Cohu could be able to avoid paying significant fees on imported items if it operates in an area having a free trade agreement with another nation.

In addition, Cohu also can **have a strategic inventory**. This is similar to having an emergency fund in case the supply chain faces an issue. Cohu may store these supplies in advance rather than depending on just-in-time delivery, which involves materials arriving right when needed. For instance, the additional inventory can guarantee uninterrupted production in case that a geopolitical crisis delays the delivery of an important part. For example, several organisations faced serious supply chain issues during the COVID-19 pandemic. Businesses who had kept backup stocks were better prepared to deal with these interruptions and ensured that operations continued even in the face of global supply difficulties (Richard, 2024).

DISCUSSION AND RECOMMENDATION

THREATS

2. Cultural Misunderstanding

Cultural misunderstandings can occur between foreign partners, clients, or employees in a multinational corporation like Cohu. These misconceptions could cause delays, poor communication, or relational harm. For example, language barriers, for a global corporation like Cohu, where accurate communication is essential for efficient operations, miscommunications in meetings, emails, or negotiations may cause significant problems. Advanced semiconductor technology is used in Cohu's products. It can be difficult to explain technical ideas, requirements, or standards, particularly if the audience does not speak the language well or does not have industry-specific knowledge. Also, errors frequently need to be fixed, which causes production schedule delays. Timelines and delivery commitments may be disrupted if a crucial component is made incorrectly due to a misunderstanding, which could take weeks to solve.

My recommendation on this threat is that Cohu **provide cross-cultural training**. A lack of proper cross-cultural training could lead to misunderstandings, poor communication, and conflicts, which might decrease production, morale, and profitability (Frank, 2024). For example, Cohu can arrange training sessions to teach employees basic language use, cultural rules and regulations, and effective communication techniques. These can include seminars, role-playing games, or online courses targeted to the particular cultures of important clients or partners. Cross-cultural training aims to help staff members get used to many cultures, particularly in remote work environments where boundaries are blurred. It gives workers a sense of being seen and understood. It is also necessary for efficient teamwork in multinational corporations and enhances empathy for colleagues (ELM Learning, 2024).

In addition, Cohu also can **employ multilingual workers or translators**. This results in higher production for companies. Employing people who can speak four languages increases the probability of being more productive overall since multilingual staff can multitask more efficiently and work more quickly than the average employee (Dodds, 2024). The probability of mistakes, missing deadlines, or strained relationships with partners is decreased by clear and open communication.

5.0 CONCLUSION

In conclusion, industrial training at Cohu Malaysia Sdn Bhd has improved my life by helping me polish my talents and gain practical experience with management jobs. I have gained a lot of knowledge through this industrial training and know import and export. Even though I am a Human Resources student, my internship was in the sales department, I learned different things other than Human Resources. This is interesting because I got the opportunity to learn new things throughout this internship period.

Through organisations and public, this program has effectively helped students gain experience in the real working world and communication. Additionally, this program helps in learning a lot of abilities including time management, interaction, teamwork, and work ethics. Other than that, I also got to improve my Excel skills since throughout this internship, my department used Excel most of the time. So that will make my excel skills improved.

Cohu, Malaysia, has shown to be a great spot for internships, offering hands-on trainees a wide range of advantages. We worked in a supportive and innovative environment thanks to our own workspace, Wi-Fi, access cards, and company-provided allowances. I received treatment fairly and professionally by those who worked in my department, which allowed me to interact with other people and gain knowledge from different areas.



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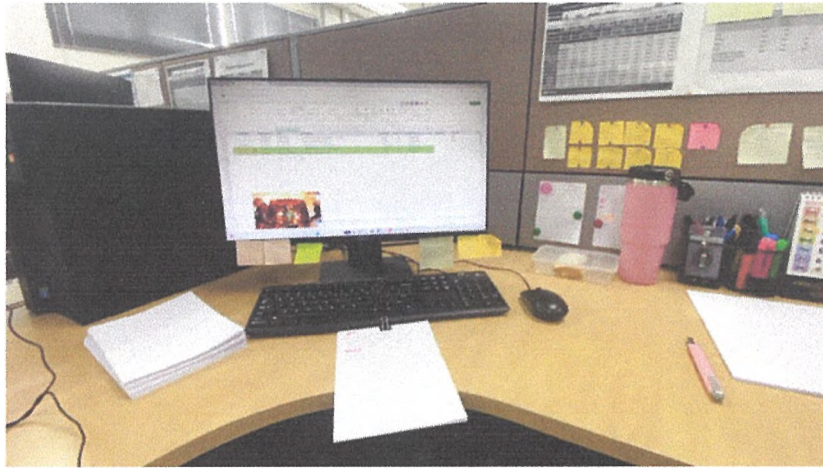


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7.0 APPENDICES

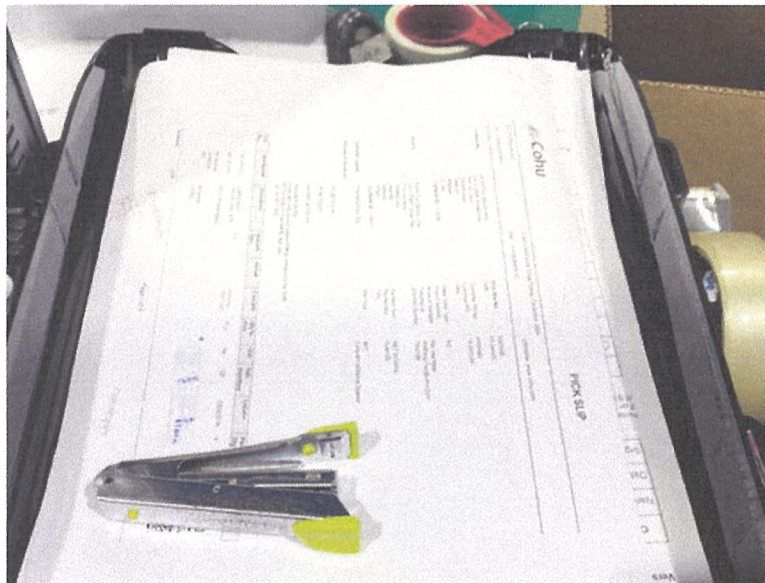


WORKSPACE AREA



WAREHOUSE OF COHU

APPENDICES



PLACE WHERE I COLLECT PICK SLIP
EVERY MORNING



PLACE WHERE I PUT AFTER FINISH
GENERATED THE DOCUMENTS

APPENDICES



SPARES TEAM



SECRET SANTA EVENT WITH SPARES
TEAM AND SALES SUPPORT
REPRESENTATIVE TEAM