

SCHOTT



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**HRM 666**

# **INDUSTRIAL TRAINING REPORT**

**SCHOTT GLASS MALAYSIA SDN.BHD**

**1ST MARCH 2023 - 31ST AUGUST 2023**

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## **EXECUTIVE SUMMARY**

This executive summary presents an overview of the industrial training program for SCHOTT Glass Malaysia Sdn. Bhd. which is multinational company based on Germany that manufacture glasses located in Perai, Pulau Pinang. The goal of this industrial training program was to equip students with hands-on experience and practical knowledge of the numerous elements of industry for which they are studying. Human Resource Management is my specialty. The program lasted six months, from 1<sup>st</sup> March to 31<sup>st</sup> August 2023, and covered a variety of topics such as Student's Profile, Company Profile, Training Reflection, SWOT Analysis, Discussion and Recommendation, and Conclusion.

Moreover, the students who participated in the industrial training program were provided with a significant learning experience and were equipped with the essential skills and knowledge to excel in the field of Human Resources Management. Students had a more in-depth understanding of Human Resources Management best practices as a result of the program's interactive and hands-on teaching methodology, which also encouraged them to apply what they had learned in real-world situations.

I would like to use this opportunity to convey my appreciation to SCHOTT Glass Malaysia for the chance to conduct this industrial training program. It was an honor to be able to make a contribution to the participant's professional growth and to assist them in making the transition into the workforce of the optical glass industry.

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## 2.0 COMPANY PROFILE

### 2.1 Company Background



*Figure 2.0 Company Logo*

SCHOTT AG which is a subsidiary of The Carl Zeiss Foundation is a multinational glass manufacturer based in Mainz, Germany that specializes in the production of glass and ceramics. It was found Otto Schott, Ernst Abbe and Carl and Roderich Zeiss. In 1884, the company was initially established in Jena, Germany, under the name Schott and Associates Glass Technology Laboratory. In 1889, Carl-Zeiss-Stiftung (Carl Zeiss Foundation) was found by Ernst Abbe which soon in 1891 made the glassworks in Jena to be solely owned by Carl Zeiss Foundation.

In 1952, Enrich Schott, the founder's son, reconstructed the Mainz foundation company and turned it into the company's headquarters and main production site of Schott Group. Schott group then started expanding their locations throughout the world. Their first production subsidiary out of Germany was in Brazil. Soon they established production plants and sales offices in Western and Southern Europe and opened a sales office in US had made Schott company to be an international group of companies. Later, the Schott Company decided to expand in Asia, opening their first sales office in Tokyo, Japan, and their first production unit in Penang, Malaysia. Overall, SCHOTT has expanded their business to 33 countries in the world including Malaysia.

In general, SCHOTT offers customized glass solutions that boost performance and create market opportunities by utilizing its exceptional material knowledge and technological competence. SCHOTT asserts that they have successfully broken into a large industry, which includes as many as 11 different markets around the world. Some of these areas include optical glass, automotive, health, consumer electronics, security and defense and others. In addition to that, they have created a grand total of 409 various products. It is safe to say that SCHOTT possesses every product relating to glass, both those that are visible and those that are not visible in our immediate environment.

## 2.2 History of SCHOTT Glass Malaysia

In 1975, SCHOTT decided to operate their business in Malaysia and choose Perai, Pulau Pinang as the location to open manufacturing plant due to the strategic location and to meet the growing demand of optics in the Southeast Asian market. For your information, SCHOTT Glass Malaysia is the first plant in the Asian content with 80 employees. As time flies by, SCHOTT Penang already have 1081 employees to operate two business units named Advanced Optics and Home Tech.

SCHOTT Glass Malaysia manufactures optical blanks such as prism, lens and others using only high-quality glass from a selection of more than 200 glass varieties sourced mostly from SCHOTT Mainz, the parent firm in Germany and Schott Glass Technologies, a sister company in the United States. Scanners, digital still cameras (early phase), single-lens reflex cameras (SLRs), and high-end projectors are among the company's manufactured goods. Schott Glass Malaysia also offers refining processes such as curve generation for blanks, Plano-grinding for prisms, cut disc, and ground balls to meet tight tolerances. In addition, under business unit of Home-Technology, it has a wafer-processing line for thin glass products and supports applications in fields including medical technology, optoelectronics and semiconductors.

In addition, SCHOTT Glass Malaysia company production is divided into two divisions which OPP and OPC. "OPP" stands for Optical Glass Pressing and "OPC" stands for Optical Glass Component. These production sides derive itself into a few sub departments. The OPP department is comprised of the Pre-Op, Pressing, Annealing, and Cold Cut departments, whereas the OPC department is comprised of the Component and Filter, Augmented Reality (AR), Cercon, and Rod Lens departments.

## 2.3. Company information

|                          |                                                                                                    |
|--------------------------|----------------------------------------------------------------------------------------------------|
| Company's Name           | SCHOTT Glass Malaysia Sdn.Bhd                                                                      |
| Address & Contact Number | 2024, Tingkat Perusahaan 6, Zon Perindustrian Bebas 2,<br>13600 Perai, Pulau Pinang<br>04-389 8100 |
| Founded                  | 1975                                                                                               |
| Sector                   | Glass Manufacturing                                                                                |
| Website                  | <a href="https://www.schott.com">https://www.schott.com</a>                                        |

## **2.4 Company Vision, Mission and Values.**

### **a) Vision**

We make SCHOTT part of everyone's life.

### **b) Mission**

We profitably enable our customer's success through unique solutions based on our competencies in glass, specialty materials and superior technologies.

### **c) Values**

There are four main values that the company emphasizes to employees, namely respect others, act responsibly, create value and drive innovation.

#### **i. Respect others.**

The way SCHOTT respect others are by valuing and trusting each other, acknowledging local culture, promoting open, honest and timely feedback, fostering diversity and equal opportunity, leading by example and walking the talk and last but not least is focusing on facts and figures.

#### **ii. Act Responsibly.**

Moreover, SCHOTT also act responsibly by behaving with integrity and following the code of conduct, taking accountability for actions, adjusting appropriately to changing environments, taking on social responsibility also taking care of the health of employees and environment.

#### **iii. Create Value.**

In addition, SCHOTT also create value by encouraging employees to develop their full potential, being entrepreneurial, strengthening company brand, living lean processes and structures and making use of more than a century of expertise.

#### **iv. Drive Innovation**

SCHOTT drive innovation by understanding the customer's challenges and needs, having a clear market focus in all of the action, outperforming our competition, fostering a cultures of openness, courage and creativity and continuously improving products and processes.

## **2.5 Products Offered.**

SCHOTT Glass Malaysia is a well-known manufacturer of glass, particularly optical blanks and prisms. Other corporate entities are purchasing these glasses to employ in the production of their products. Below are the products specifically glass type manufactured by SCHOTT Glass Malaysia along with their functionalities. Pictures of the product can be referred in the Appendices II.

### **a. Lens**

Offers 'Spherical, Cylindrical, Aspherical, Singlets, Doublets, and Triplets,' while Schott Glass (Malaysia) only offers 'Spherical' lenses. This component produced by Lens Department under Optical Production Components. Usually, this component will be used as lens for smartphone's camera, microscope and binoculars function as to make the subject look more clear.

### **b. Rod Lens**

Although rod lenses and lenses are distinct items, they are manufactured using the same glass. Tightest tolerances and cosmetics are critical to achieving an exceptional picture for this component. It enables beautiful images in 4K resolution. This lens rod is an essential component of STORZ ridged endoscopes which is advanced medical technology. SCHOTT has produced about 500,000 rod lenses every year (SCHOTT AG, BU Advanced Optics).

### **c. Prism**

Prisms are transparent optical devices with polished flat surfaces that can accommodate, reflect, or overrun. Our prisms are built into high-end projectors with lamp or laser-based illumination that give great image quality, brightness, adaptability, and ease-of-use. The Prism department at SCHOTT Glass Malaysia manufactures this product.

### **d. Filter**

According to report from Business Units Advance Optics, SCHOTT manufactures more than 300,000 blue filter matte plates per year. Blue glass is used to suppress light at a specific wavelength also absorb undesired light spectrum and mechanically resilient since it is not sensitive to medical radiation light angle. Almost all smartphone companies apply matte plates in their cameras to achieve high-quality pictures.



## 2.6 Organizational Chart.

### 2.6.1. Global Operation Organizational Chart

The Figure 2.4.1 below depicts the global operation organizational chart of Schott Glass from several plants.



Figure 2.4.1 Global Operation Organizational Chart

## 2.6.2. SCHOTT Glass (Malaysia) Organizational Chart

Figure 2.4.1. below shows the organization chart for Schott Glass Malaysia Organization in FY23 consists of 11 Head of Department from various departments and 1 for Managing Director, Secretary and Project Manager.

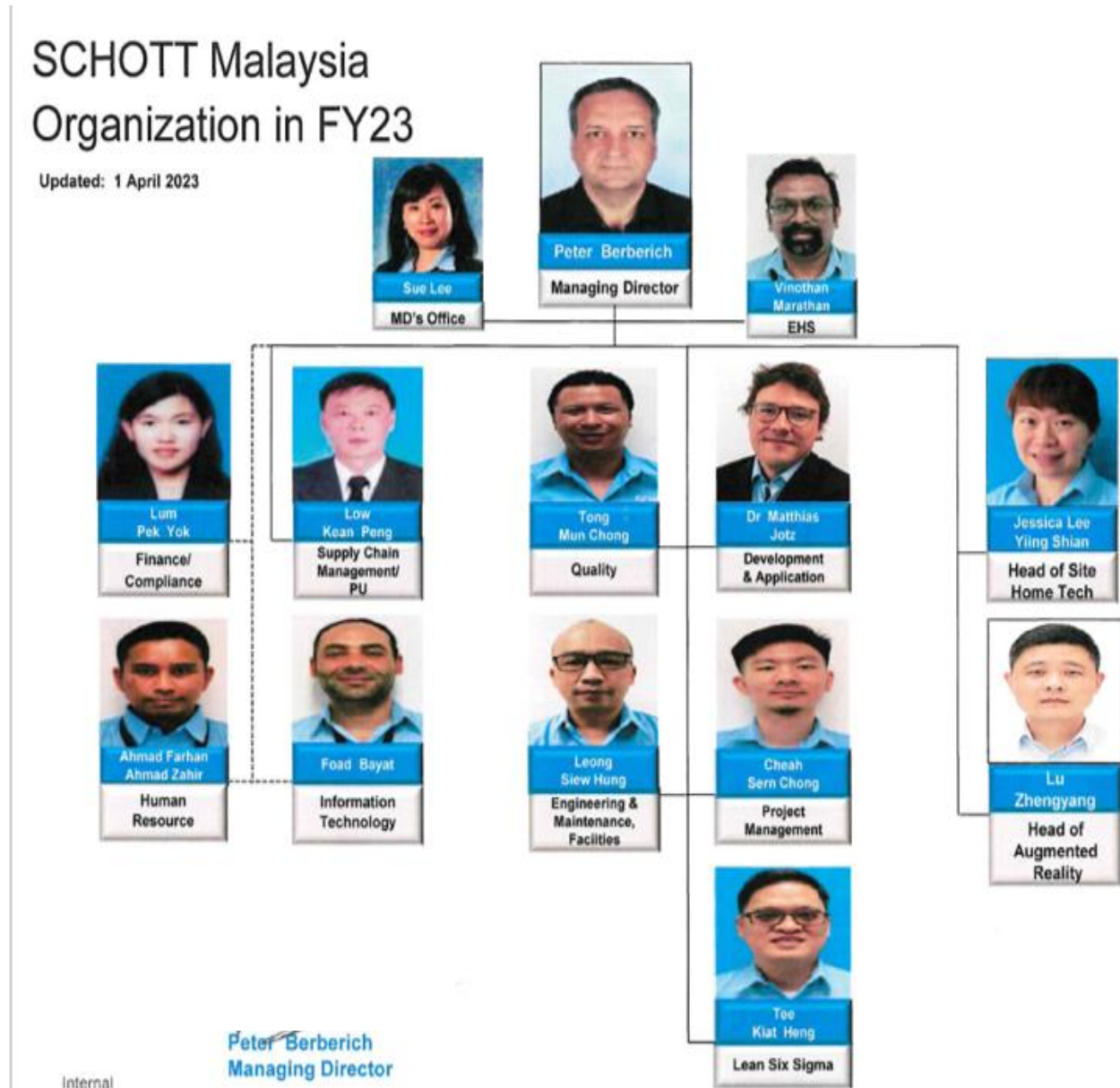


Figure 2.4.1 SCHOTT Malaysia Organization FY23.

### 2.6.3 Human Resources Organizational Chart

The Figure 2.4.3 below depicts the organizational chart for Human Resources Department, which comprises of 13 staff members each with their own particular tasks including temporary Head of Department of HR from SCHOTT China who is Ellen Jiang.

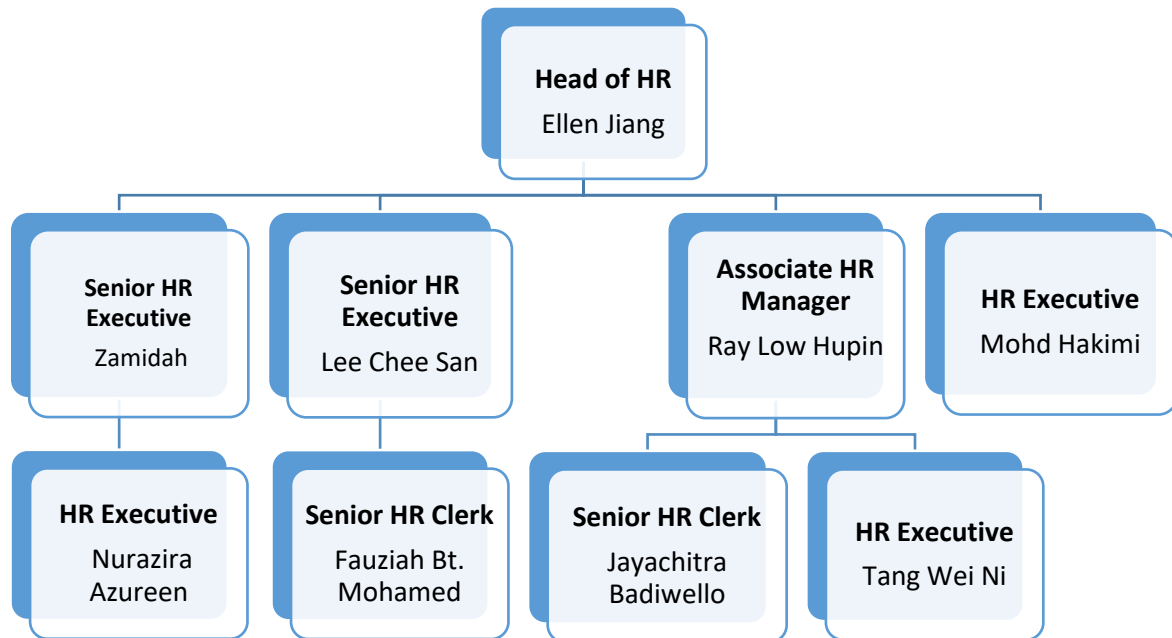


Figure 2.4.3 Human Resources Organizational Chart

### **3.0 TRAINING REFLECTION.**

Industrial training, also known as practical training, is a course of study or period of time during which professionals or students gain practical experience in a specific field of work. It is designed to bridge the gap between the theoretical knowledge acquired in academic contexts and the practical skills required in actual working environments. Work in a business or organization related to the student's field of study is a common component of industrial training. It allows students to apply what they have learned in the classroom and gain practical experience in their chosen field.

To put myself in this situation, I started my industrial training on 1<sup>st</sup> March 2023 and continuing through 30<sup>th</sup> August 2023. This training lasted for a total of 24 weeks, or for a period of 6 months, in a manufacturing glass facility called SCHOTT Glass Malaysia located in Zon Preindustrial Bebas 2, Perai in Pulau Pinang which is approximately 25 minutes from my house. Here, I was assigned to the department that I had requested which is Human Resources department. Then, I expected to work throughout the standard business hours of the office, which are Monday to Friday from 8:00 am to 5:00 pm.

There, I was provided with a supervisor named Angel Tan Geok Chinn who was excellent and willing to assist me in gaining knowledge and experience in this field. Not only that, I also assisted by another intern who is also under the HR department in getting to know the company and handing over on-the-job training relating to the responsibilities that HR interns often do due to the fact that this intern will complete her internship in March. However, at the end of May, I was assigned a new supervisor to replace Miss Angel Tan because she will resign at the end of May, which is Miss Jayachitra Badiwello who also has the same character as Miss Angel Tan.

### **3.1 BENEFITS.**

#### **3.1.1 Extrinsic**

As an intern, I was given an allowance of RM800 which is quite a lot for internship program and not all company willing to pay interns this amount. Other than that, this company also cover medical towards interns but only up to RM200 throughout our internship. In addition, the company also gave interns free uniforms and Personal Protection Equipment (PPE) consists of safety bump cap, safety google and safety shoes on the first day joining.

#### **3.1.2. Intrinsic**

Throughout this internship, I received a great deal of experience, knowledge, and technical and soft skills. In term of technical skills, I have the opportunity to learn using HRMS software such as FlexHRMS, SAP Logon, Microsoft Outlook and SCOTT System itself namely Mypen Dashboard. Not only that, I also can improve my skills and knowledge on the Microsoft Excel, Microsoft Word as the HR team always open to teach me on how to using these Microsoft. For example, I learn on how to use Mail Merge in the Microsoft Word also Vlookup, Pivot Table and other functions in Microsoft Excel.

Furthermore, the Human Resources department extended an invitation to me to take part in the events that they planned such as the annual dinner, invited outside event, the CSER program, and the Career Fair. This affords me the opportunity to meet more individuals and broaden my professional network within this industry, both of which are very useful outcomes. By way of illustration, I was able to add six new contacts from various firms by participating in the CSER program. In addition, as a result of participating in the Networking Event, I was able to acquire several connections with recruiting managers from other significant companies.

In addition to that, whenever there is leftover food after the orientation for new employees, they will always invite me to take the leftover food to eat after the event. As a result of the orientation's excess of food, I do not have to spend as much money purchasing meals from the cafe. This will save me a lot of money.

## **3.2. JOB RESPONSIBILITIES.**

Essentially, my responsibilities as an intern in the HR department is to assist the whole range of HR services, including Talent Acquisition, Foreign Workers, Employee Services, Payroll, Learning and Development, and Compensation and Benefits.

### **3.2.1 Talent Acquisition**

To be more specific, in Talent Acquisition, I will assist the HR team in conducting White Collar and Blue-Collar recruitment. Typically, for White Collar recruitment, I must ensure that their documents and requirements are complete before onboarding, whereas for Blue Collar recruitment, I will be performing resume screening, arrange interviews between candidates and hiring managers, attend interview sessions, prepare salary proposals and letters of employment, ensure that the documentation is complete before onboarding and others.

### **3.2.2 Foreign Workers Management**

Next, regarding on Foreign Worker function, I am responsible for monitoring permit and passport renewals, as well as medical examinations or known as Foreign Worker's Medical Examination Monitoring Agency (FOMEMA). Then, I also need to entertain foreign worker issues such as their complaints and others. From this job function, I can see the real way to manage foreign workers from the initial process to the final process. For me, managing foreign workers is not an easy thing because it demands a lot of patience and more supervision.

### **3.2.3 Learning and Development**

Furthermore, in the Learning and Development function, I was really honored when they assigned me to oversee the Internship Program from start to finish, beginning with recruitment and ending with the intern completing the internship. I am responsible for 18 interns in total. They appointed me to manage the Internship program because they want me to gain experience managing job functions and apply what I learned from HR job functions into practice in this Internship program.

### **3.2.4 Payroll**

I am also heavily involved with the Payroll department. Among the tasks I perform under the scope of payroll work are: approval of Overtime done by employees according to the form provided by them, data entry for new hires information on their personal files and

the FlexHRMS system, adding replacement leave for those who work on public holidays, monitoring attendance records, assisting in employee's SOCSO claim, and entertaining employees regarding payroll matters such as salary, overtime, and others.

### **3.2.5 Compensation and Benefits**

To be honest, this role does not have many obligations because everything has been adequately maintained and controlled by two executives. However, I do have a few tasks on this job, including managing the medical book, for which I am responsible for preparing the medical book for new employees as well as keeping stock. In addition, I prepare a medical guarantee letter for employees, particularly white collars, because the employer would prepare a medical guarantee letter for them before heading to Penang Adventist Hospital for a medical check-up. Last but not least, before sending the clinic invoice to the Finance department for payment, examine the clinic invoice sent by the clinic panel. I need to determine whether each individual is still employed or has resigned. If it is discovered that they have resigned, I must notify the clinic and provide a list of employees registered under them who have quit.

### **3.2.6 Employee Services**

As for this function, I am heavily involved with birthday gifts, as I am responsible for preparing birthday gifts for employees born in that month at the beginning of each month and prepare communication to them. Following that, I must ensure that the stock of uniforms such as shirts and trousers, as well as PPE such as safety bump cap, safety goggles, and safety shoes, is always adequate. If the stock falls below the specified quantity, I must notify the in-charge HR Executive so that he can obtain a quotation and approval before ordering.

## 4.0 SWOT ANALYSIS

A strategic planning method known as a SWOT analysis is used to analyze an organization's strengths, weaknesses, opportunities, and threats. From that, the organization can make decisions regarding strategy, resource allocation, risk management, and goal setting. Based on my observation, below are SWOT Analysis for SCHOTT Glass Malaysia:

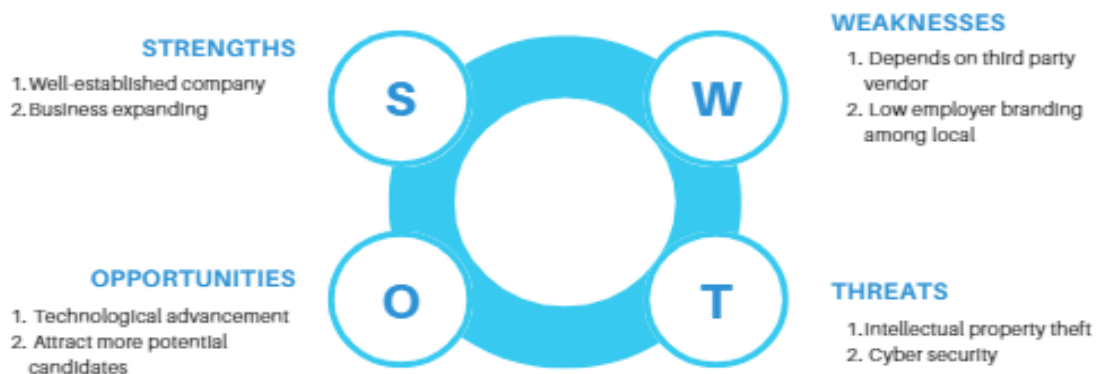


Figure 4.1: SCHOTT's SWOT Analysis

## 5.0 DISCUSSION AND RECOMMENDATIONS

### 5.1 STRENGTHS

#### 5.1.1. Well-established company

As recently mentioned, SCHOTT Glass Malaysia is a manufacturing company that has been there for a significant amount of time. SCHOTT has been around for 130 years all over the world, but it has only been present in Malaysia for the past 48 years, beginning in 1975. Due to the fact that this firm has been there for such a long time, it is almost a given that they already have an effective strategy in all areas. This is because they have had to overcome a great deal of opposition in order to be successful in this sector for such a long period of time.

Since 1968, the glass industry has been SCHOTT Malaysia's main focus. As a result, the company has gained a lot of knowledge and experience in making different kinds of glass goods. The research, development, and management teams all know a lot about cutting-edge technology, which helps them stay ahead of the curve and come up with creative solutions. Not only that, but the fact that everything is better organized because the parent company, SCHOTT AG, helps with everything is an added bonus.



The help from SCHOTT AG, which is SCHOTT Malaysia's parent company, is also very important to keeping the company running and well managed.

Aside from that, SCHOTT Malaysia is a financially stable company because it has been around for a long time and has an excellent reputation. They have been able to weather economic storms and spend in research and development for the future growth of their company because they have a steady stream of income, a strong cash flow, and good financial management practices. According to SCHOTT AG's annual report for fiscal year (FY22), the company's sales were more than 2.8 billion Euro. This is enough to be evidence that SCHOTT Malaysia is a well-established manufacturing company in all aspects and is the main strength of the company to sustain in this industry.

### **5.1.2. Business expansion**

"Business expansion refers to the attempt by a company to grow the size of its business" (Nasrudin, 2022). Aside from that, it may also be defined as a strategic move made by a firm to increase its operations, market presence, and reach by entering into new areas, markets, or industries. This is another way it can be characterized. Businesses often take this proactive strategy in order to create sustainable growth and improve profitability.

SCHOTT is experiencing an internal expansion in which it will develop new products under Argumented Reality (AR) and acquire a new building to run this new product. This project is the result of collaboration and investment from the world's largest corporations. The expansion of SCHOTT's business is certain to yield numerous advantages for the company. Increased revenue and profits are among the benefits obtained. According to the SCHOTT Annual Report, the company's sales in FY22/23 amounted to 2,8 billion Euros. It is certain that the addition of this new product will increase the company's sales and profits. In addition, it can attract top talent and expertise, as the company's growth will undoubtedly persuade others that the company has grown.

## **5.2 WEAKNESSES**

### **5.2.1. Depends on third-party vendor**

According to Aviva Spotts (2022), third-party vendors are companies or individuals that a manufacturing company hires to provide specific things they need. These vendors are not part of the manufacturing company but are hired to help with different tasks. For example, they can supply materials, parts, or services like transportation or maintenance.

Based on my observations, numerous vendors from outside, such as contractors, enter the factory area to construct structures at the back of the factory for new projects that will be carried out in this factory. According to the security guard, more than 300 contractors from various vendors would visit the plant every day to perform construction tasks, install new technology, and collect scrap. With the widespread entry of contractors, the company will be exposed to risk or hazard, such as data breach, intellectual property, quality and performance, and so on. At the moment, SCHOTT Glass Malaysia does not have its own team that is responsible for construction or specialized technicians that are responsible for development.

In my opinion, SCHOTT Glass needs to build its own construction team in order to prevent unpleasant things from occurring, such as the leaking of sensitive information, the production of low-quality items, excessively high labor expenses, and so on. Things like this need to be emphasized because it involves the company's intellectual property which is the heart of the company. Otherwise, this will be a thorn in the company's side.

### **5.2.2. Low employer branding among local.**

According to Ambler and Barrow (1996), employer branding is a "package of functional, economic, and psychological benefits provided by employment and identified with the employing company." Aside from that, employer branding refers to an organization's image and reputation as an employer in the eyes of current and potential employees. It includes elements such as company culture, values, work environment, benefits, and opportunities for progress. A strong employer brand attracts and maintains top talent, whereas a weak one can pose substantial issues in talent acquisition and employee retention.

Based on my observations, SCHOTT Glass Malaysia does not have a strong employer branding among local when compared to other manufacturing companies such as Jabil, Flextronics, Intel, Sony and so on. I discovered this as a result of external activities that I joined with companies such as Career Fair and Corporate Social Environmental and Service (CSER). Almost 80% of the job seekers who attended the Career Fair have never heard of SCHOTT Glass Malaysia even though it has been established in Malaysia for the past 48 years ago.

One of the reasons for this low employer branding company is lack of involvement in social activities. Throughout FY23 which started from October 2022 until now, SCHOTT Glass only joined 3 career fairs due to lack of time. The next factor is that there is no encouragement from management to employees to talk about the company's goodness to outsiders. Last but not least, not active in promoting the company on social media. In this era of technology, this company should use this opportunity to raise employer branding among job seekers because

Nevertheless, in fostering employer branding among job seekers, the company should aggressively engage in employer branding strategies in order to develop a positive image in the job market. This may involve publicizing staff success stories, emphasizing business principles, and having a strong presence on social media sites, where potential candidates frequently look for information about the company.

## **5.3 OPPORTUNITIES.**

### **5.3.1. Technological advancements**

Technological advancements describe as to the consistent progress and new developments made in a wide range of fields as a result of recent inventions, discoveries, and other technological enhancements. These developments have an important effect on a variety of business sectors, including the manufacturing industry. In the context of the glass manufacturing sector, technological advances encompass a diverse range of developments, including improved production processes, new materials, automation, digitalization, and environmentally responsible practices. The adoption of these advances can present businesses that manufacture glass with considerable prospects for expansion, improvements in product quality, reductions in production costs and supremacy in their respective markets.

In SCHOTT, one of the goals to be achieved is to become a manufacturing glass company that is climate neutral in 2030. Traditionally, the process to produce glass relied on energy-intensive processes and this causes operating costs to become high and damage the environment. Taking into management effort to achieve this goal, SCHOTT has drawn up 4 action plans, one of which is technology change. As a company that produces a lot of CO<sub>2</sub>, it is quite difficult for them to achieve this goal because it requires a massive upheaval in glass production. However, their efforts to completely abandon the use of fossil fuels will succeed with technological advancements. According to SCHOTT, in developing new technologies, we are focusing on the most energy-intensive process step of glass melting. Here we are pursuing two main transformation paths, namely by using electrification and hydrogen technology.

Therefore, in order for SCHOTT to achieve climate neutrality by the year 2030 and maximize on the opportunities given by technology advancements, they must allocate resources to research and development activities in order to remain at the forefront of technological innovation in accordance with the pioneering principle that SCHOTT adheres to. In addition, SCHOTT also can collaborate with research institutions or the world's top universities for engineering and technology, which can assist in the identification of emerging technologies.

### **5.3.2. Attract more potential candidates and expertise**

As many know, the year 2023 is a year that has been expected to face a recession which will have an impact all over the world. Many companies went bankrupt, downsizing and laying off their employees due to the declining economic situation. According to Syed Hussain who is Malaysian Employers Federation (MEF), a total of 107,704 Malaysians lost their jobs in 2020 due to Covid-19 and another 61,360 were laid off in 2021. In 2023, it is expected that 61,000 people will be laid off. Based on this amount, it is certain that there are top talents and expertise who are also laid off.

Following this development, SCHOTT Glass Malaysia must seize this chance to attract as many top skills and experience from among individuals who have been laid off as possible. Their knowledge will be extremely beneficial to the company. Furthermore, SCHOTT Glass will open a new facility, which will undoubtedly require top personnel and knowledge to help develop the project, which will be completed soon.

Among the things SCHOTT can do to attract outstanding talent and experience is to provide competitive remuneration and benefits. According to my observations, SCHOTT is a corporation that pays a high wage and provides excellent compensation and perks. SCHOTT has the ability to attract them. Furthermore, SCHOTT can use existing talent acquisition resources such as Headhunter, Job Street, Employee Referral Programme (ERP) and others to locate top talents that are currently unemployed or looking for a better opportunity.

## **5.4 THREATS.**

### **5.4.1. Intellectual property theft**

According to Digital Guardian (2021), theft of intellectual property (IP) occurs when an individual steals a company's creative expressions, designs, ideas, or trade secrets, which are collectively referred to as intellectual property. IP stands for intellectual property. In simple terms, the intangible assets that belong to a company are referred to as its intellectual property.

Currently, there are numerous contractors and visitors from outside the organization working on the construction of new goods and the installation of newly purchased machines. This vendor will undoubtedly walk through the production line, demonstrating the manufacturing process and the machines utilized to manufacture the product. This puts the company at risk of intellectual property theft. The risk of intellectual property theft increases when sensitive information and designs are shared with third-party sources. If the vendor lacks adequate security measures or engages in unethical behavior, important information may be misused or disclosed to competitors or unauthorized parties. This could result in a company's competitive edge or trade secrets being compromised.

### **5.4.2. Cyber-Attacks**

A cybersecurity threat is an individual or organization seeking to obtain access to a network, alter data, or steal confidential information (RiskOptics, 2022). Some cyberattacks are capable of destroying computer systems. Malware, phishing, denial of service, DNS assaults, and other types of cyberattacks are the most common.

According to Cyber Security Malaysia (CSM) statistics, Malaysia reported 4,741 cases of cyber threats last year, with 456 fraud cases documented as of February 2023 (Bernama, 2023). According to Fortinet, a worldwide cybersecurity solutions company,

Malaysia saw an average of 84 million cyber-attacks per day in the fourth quarter of 2022, making it one of the most vulnerable areas in the region (Xiao, 2023).

This demonstrates that cyber-attacks are common, and it can be argued that no organization, including SCHOTT, is immune to cyber-attacks and data breaches. Furthermore, in early FY23, or the previous ten months, SCHOTT used M365, a robust software suite that provides full IT infrastructure management capabilities. It provides real-time monitoring as well as automation options. It enables employees to access and use the company's intranet using personal phones and laptop computers. However, because the user must enter their information into the software, this may expose them to a data breach.

In my opinion, the transition to M365 is beneficial since it allows employees to be more flexible in their work, but it also exposes them to the risk of information being shared with third parties. However, IT has done a wonderful job in my opinion because they are aware of the risk and continue to actively communicate information about security awareness to employees in order for them to be more sensitive in empowering the protection for their information.

## 6.0 SWOT MATRIX

|                                                                                                                                         | <b>Strength (S)</b>                                                                                          | <b>Weaknesses (W)</b>                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                                                                         | <ol style="list-style-type: none"> <li>1. Well established company</li> <li>2. Business expanding</li> </ol> | <ol style="list-style-type: none"> <li>1. Depends on third-party vendor</li> <li>2. Low employer branding among local talent</li> </ol> |
| <b>Opportunities (O)</b>                                                                                                                | <b>S1,O2 Strategy</b>                                                                                        | <b>W2,O1 Strategy</b>                                                                                                                   |
| <ol style="list-style-type: none"> <li>1. Technological advancement</li> <li>2. Attract more potential talents and expertise</li> </ol> | Establish own educational institutions.                                                                      | Set up marketing team to leverage technological advancement and employer branding.                                                      |
| <b>Threats (T)</b>                                                                                                                      | <b>S1,T2 Strategy</b>                                                                                        | <b>W1,T1 Strategy</b>                                                                                                                   |
| <ol style="list-style-type: none"> <li>1. Intellectual property theft</li> <li>2. Cyber security</li> </ol>                             | Strengthen internal control and access management.                                                           | In-house development by training internal employees and develop a team to handle vendor task.                                           |

Table 6.0 SCHOTT's SWOT Matrix

## **6.1 DISCUSSION & RECOMMENDATION**

### **6.1.1 Establish own educational institutions**

In the highly competitive business world of today, a company's success and progress depend on its ability to find and keep the best employees. For a well-established business, finding new talent and expertise means going beyond traditional recruitment methods and coming up with a plan that fits with the company's values, culture, and long-term goals. As a company that has been around for a long time and has a lot of experience, SCHOTT needs to be one step ahead of its closest rivals to get the best talent and knowledge from them.

SCHOTT can find possible talent and expertise in a number of ways. One way is by making the talent themselves. One way to get these valuable tools is to set up educational institutions on your own. Big companies have used this kind of approach a lot in the past. For example, Petronas has Universiti Teknologi Petronas, which is its own study centre. SCHOTT can take this step to set aside funds for its own institute of education with its own curriculum. This work will definitely pay off because these possible skills have been integrated into SCHOTT's culture and studies.

### **6.1.2 Strengthen internal control and access management.**

Intellectual property theft is a major danger to the success and creativity of well-established companies. To stay ahead of the competition and ensure long-term success, it is important to protect those assets. This is because a company's success depends on its intellectual property, which includes patents, logos, copyrights, and trade secrets. It is very important to protect these intangible assets if you want to keep coming up with new ideas, keeping market share, and making money. To deal with this complex problem, companies need a strategy that takes into account all of its weaknesses.

One way to prevent intellectual property theft is to improve internal control and access management. Internal controls are the policies and procedures that a company uses to make sure its activities are efficient, effective, and in line with laws and rules. These controls keep the company's assets safe and stop fraud, mistakes, and other threats from happening (Safety Culture, 2023). Access management, on the other hand, means keeping track of who can use an organization's resources, such as its tools, data, and networks (Accounting Tools, 2023). One thing that can be done to make these two things better is to give someone who is in charge of the company's

funds the right to access them. Every time the assigned person need to access on sensitive company information, he has to get permission from the highest-ranking person in the area, like the Head of area or Managing Director. By doing this, there is no doubt that the risk of theft of intellectual property can be cut down and kept under control.

### **6.1.3. Set up marketing team to leverage technological advancement and employer branding.**

The strategy that may be implemented to take advantage of the first opportunity, which is technological advancement, to overcome weakness number two, which is a lack of employer branding, is to set up a new team in SCHOTT Glass Malaysia, which is the marketing team. According to Ms. Fauziah, Senior HR Clerk who has worked for SCHOTT Malaysia for the past 30 years, the company has never had a marketing team. Only SCHOTT AG, she claims, has a marketing team. SCHOTT Glass Malaysia cannot rely just on SCHOTT AG to raise the employer brand because their concentration is mainly on the global level. SCHOTT Glass Malaysia plays a part in raising the employer brand in Malaysia so that this company is recognized by top talent in Malaysia in line with other significant corporations such as Flex, Jabil, Bosch, and others because employer branding will provide many benefits to the company.

Employer branding is extremely important in attracting and maintaining top talent in today's competitive employment market especially the company is expanding its operations. A dedicated marketing team can play a critical role in leveraging technological advancements and employer branding, which can result in several benefits for the company. With their expertise and understanding in developing employer branding in today's era, it is likely that they already have a plan in place to use increasingly advanced technologies as technology has had a tremendous impact on many aspects of our lives, including how company handle employer branding initiatives.

One of the things they can do to capitalize on technological advances and improve their employer brand is increase their digital presence. In this day and age, the internet presence of a company is absolutely necessary for the development of its employer brand. By utilizing websites that are properly optimized and social media channels that are engaging, businesses have the opportunity to showcase their company culture, values, and employee experiences. 82% of respondents to a survey conducted by Career Arc said that prior to applying for a job, they investigate the



employer's brand and reputation. Establishing an effective and reputable online presence is therefore absolutely necessary in order to attract the best candidates for open positions.

#### **6.1.4 In-house development by training internal employees and develop a team to handle vendor task.**

SCHOTT Glass Malaysia may begin planning to do in-house development for its internal personnel in order to lessen its reliance on external third-party providers and to lower the likelihood that its intellectual property will be stolen. When it comes to things like high-tech construction and maintenance machines, SCHOTT can train current employees under the Maintenance & Engineering (M&E) department to conduct this kind of job. There is no doubt that there are some things that require SCHOTT to rely on vendors. If you take into account the current headcount for personnel in the Maintenance & Engineering (M&E) department, which is 40 individuals, as well as the capabilities that are already in place, then they are able to perform the supervisory process for both large and high-tech machinery. This is due to the fact that they have prior expertise directing smaller machines and doing office modifications of a more moderate scale.

SCHOTT allocated 500 million US dollars for research and development based on the annual report for the fiscal year 22 (FY22). Therefore, it is not impossible to achieve success with this strategy since, given the budget that has been allotted, it is not difficult for SCHOTT to accept the project that will teach internal staff to conduct the process that was previously performed by external suppliers. Even though this subject will take a large amount of time because it requires a significant initial investment, training, and experience, it will bring the long-term benefits of owning and controlling the environment in the long run.

## **7.0 CONCLUSION.**

In conclusion, the experience I gained throughout my internship has been tremendously valuable, since it has equipped me with a diverse set of skills and information that will undoubtedly be advantageous to my future professional endeavors. During the course of this internship, I have been given the chance to apply the theoretical ideas that I have learned in my academic studies to real-world situations. This has provided me with the opportunity to acquire both theoretical and practical experience in the field.

The value of effective communication and collaboration in a professional setting is one of the most valuable things I picked up during my internship. This was one of the most significant lessons I gained. My experience working alongside seasoned professionals and communicating with team members hailing from a variety of backgrounds has not only helped me improve my interpersonal skill where it has also shown me the value of cooperation and how it can lead to solutions that are both more creative and more efficient.

In addition, I have been given the opportunity to work on a variety of projects, which has helped me enhance both my ability to solve problems and my ability to think critically. Thus, my mindset has become more strong and versatile as a result of my experience in conquering challenges and coming up with imaginative solutions, which I believe will be beneficial to me in my future ambitions.

The overall impact of my internship was positive, fostering both personal and professional development over a broad spectrum. I am grateful for the opportunities and assistance provided by the organization, and I am certain that the skills and experiences I gained during my internship will provide a strong foundation upon which to build the future success of my professional career. I hope that this subject is not discontinued or removed from the business administration programme, particularly for Human Resources Management, because it is extremely beneficial to students in terms of improving their understanding and preparing them for entry into the real world industry in the field they wish to pursue.

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## 9.0 APPENDICES

### 9.1 APPENDIX A: Involvement and Contribution During the Training



Figure 9.1.1: First Intern-Get-Together



Figure 9.1.2: Fast Breaking Caremony



Figure 9.1.3: Involvement in distribution  
"kuih raya" event



Figure 9.1.4: Involvement in Career Fair  
at Spice Arena, Penang



Figure 9.1.5: Involvement in CSER Programme



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Matric No. : 2021119031

Faculty : BUSINESS MANAGEMENT

Programme : BBA (HONS) HUMAN RESOURCES MANAGEMENT

Title : INDUSTRIAL TRAINING AT SCHOTT GLASS MALAYSIA SDN.BHD

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I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Original percentage of the university's requirement.

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**EXECUTIVE SUMMARY** This executive summary presents an overview of the industrial training program for SCHOTT Glass Malaysia Sdn. Bhd. which is multinational company based on Germany that manufacture glasses located in Perai, Pulau Pinang. The goal of this industrial training program was to equip students with hands-on experience and practical knowledge of the numerous elements of industry for which they are studying. Human Resource Management is my specialty. The program lasted six months, from 1st March to 31st August 2023, and covered a variety of topics such as Student's Profile, Company Profile, Training Reflection, SWOT Analysis, Discussion and Recommendation, and Conclusion.

Moreover, the students who participated in the industrial training program were provided with a significant learning experience and were equipped with the essential skills and knowledge to excel in the field of Human Resources Management. Students had a more in-depth understanding of Human Resources Management best practices as a result of the program's interactive and hands-on teaching methodology, which also encouraged them to apply what they had learned in real-world situations.

I would like to use this opportunity to convey my appreciation to SCHOTT Glass Malaysia for the chance to conduct this industrial training program. It was an honor to be able to make a contribution to the participant's professional growth and to assist them in making the transition into the workforce of the optical glass industry.

#### ACKNOWLEDGEMENT

Finally, with God's permission, I was able to prepare a report for an internship that had been going on for 6 months. Of course, behind the completion of this report there must be people who always support in various ways. Therefore, I would like to take this opportunity to thank them.

First and foremost, I would like to extend my heartfelt appreciation to HR department of SCHOTT Glass Malaysia Sdn.Bhd, especially Ms. Angel Tan Geok, Ms. Jayachitra Badiwello and HR team for accepting me to pursue my internship in this wonderful department. Their assistance, cooperation, prompt response to queries and administrative support have been instrumental in ensuring the smooth progress of this internship.

Furthermore, I would like to thank you to my advisor, Miss Zulaiha Binti Ahmad for the unwavering support and mentorship in completing the internship report. Her expertise, constructive feedback and continuous motivation have played a pivotal role in shaping this project and enhancing its quality.

Furthermore, I would like to express my gratitude to my friends and family for their full support and understanding. Their encouragement, ideas and patience have been a constant source of strength and motivation.

Once again, I extend my sincere appreciation to all those who have contributed in any way to the completion of this project. Your support has been invaluable and I am truly grateful for your presence in my academic journey. Thank you very much.

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2.0 COMPANY PROFILE

2.1 Company Background