



اَوْنُو سَاتِي تِي كُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

Industrial Training Report at

Panasonic

PANASONIC MANUFACTURING MALAYSIA BERHAD
NO 3, JALAN SESIKU 15/2, SEKSYEN 15, 40200 SHAH ALAM,
SELANGOR

(1st MARCH 2023 UNTILL 15TH AUGUST 2023)

NAME	NUR AIN SYAFIQAH BINTI HARMAZI
STUDENT ID	2021393745
PROGRAM	BA232 (OFFICE SYSTEM MANAGEMENT)

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, The Most Gracious and The Most Merciful

Praise to Allah S.W.T, Lord of the universe, who gave the blessing and strength to complete this second assignment. I would like to take this opportunity to thank everyone who gave help and support. Without guidelines from them, this internship report will be not **successfully complete**

Firstly, I would like to express my deepest appreciation and gratitude to our lecturer **Madam Wan Aisyah Amni binti Wan Mohamad Saferdin, Lecturer and advisor of subject MGT666, University Technology Mara (UiTM) Kampus Bandaraya Melaka** for giving me the opportunity and believe me to perform this assignment and providing vital help, invaluable guidance throughout this work. Her energy, vision and genuineness have impressed deeply. **The study under her mentorship was an excellent privilege, for what she contributed to us, I am very thankful.** I really appreciate our discussion with her during the internship report preparation. She has taught us the flow to prepare the assignment until we can present it clearly **in this report.**

Besides, I also appreciate all my friends that are always there to guide us to get more understanding of the things that we should know while studying this subject and to do the task given the lead to produce a good outcome. A million thanks also to all team members because they play a big responsibility to complete each part of the assignment together and also help each other while the assignment, always give each other ideas and comments on our assignments, so that I can improve on this report in many ways. Last but not least, thanks to my beloved families because they gave me full moral support for their love, prayers, caring and sacrifices for understanding and preparing us for requirements in study and future. Thank you to the people who have supported me to complete this internship report through work directly or indirectly.

EXECUTIVE SUMMARY

This report serves as proof of my internship with Panasonic Manufacturing Malaysia Berhad (PMMA), which I completed between March 1, 2023 and August 15, 2023. The students must participate in this internship during its 24-week duration. The CV I submitted for this internship position as well as information about the company are included in this report. The company where I interned is based in Shah Alam, Selangor, and it has two different plants there called SA1 and SA2. The vision, purpose, and market objectives of Panasonic are also included in this study. I have also provided information on the items that this business has offered as well as their locations.

In this Sales Department, I oversaw the particular department during this internship programme. I carry out the duties and responsibilities that fall within the contract section in this department. My main responsibility is to assist the executives in carrying out their everyday duties. In addition, I'm in charge of the resourcing initiative covered in this report. In addition, I've included the SWOT analysis in this report, which explains the company's strengths, weaknesses, opportunities, and threats. I was able to provide Panasonic Manufacturing Malaysia Berhad with some advice using this SWOT analysis on how to further expand their business.

Therefore, this report combines the information I've gained during my internship programme with my personal viewpoints regarding the actions of this organisation. I was able to apply what I learned in office system management course to a real-world workplace setting thanks to the internship programme.

STUDENT PROFILE



CONTACT ME



EDUCATION

Bachelor in Office System Management (Hons)
Universiti Teknologi Mara (UiTM)
2021-2023
CGPA 3.33

Diploma in Office Management and Technology
Universiti Teknologi Mara (UiTM)
2018-2020
CGPA 3.63

Pra Diploma Perdagangan
Universiti Teknologi Mara (UiTM)
2017-2018
CGPA 3.55

PROFESSIONAL SKILLS

- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint
- Movie Maker
- Leadership
- Critical thinking
- Communication skill

NUR AIN SYAFIQAH BINTI HARMAZI

I am a highly motivated individual and a firm believer in continuous self-improvement. I possessed a strong sense of determination which makes me a great fit for the company and are able to contribute to the company's success. I am also an excellent multi-tasker and able to work in a fast-paced environment. I am a good team player and able to lead or initiate when it comes to tasks.

WORK EXPERIENCE

MARCH 2023- CURRENT

SALES TRAINEE

Panasonic Manufacturing Malaysia Berhad

- Aggregating and cleaning program data from multiple data files and sources
- Spotting and correcting inaccuracies in the underlying data
- Interpret datasets and provide ongoing feedback on insights derived from data

MARCH 2021 - JULY 2022

MARKETING AND SALES ASSISTANT

Erieniqa Enterprise, Klang Selangor

- Assisted in the creation of press releases and new catalogues.
- Compiled and distributed successfully financial and statistical information, such as budget spreadsheets for the new campaigns.
- Conducted primary research into the most popular sold items and discovered new customer behavior patterns that will be implemented in the next marketing strategy.

MAY 2018 -AUGUST 2018

SUBSTITUTE TEACHER

Tabika Kemas, Klang Selangor

- Design and follow a complete teaching plan
- Teach alphabet and numeracy along with personal, social and emotional skills
- Organize learning material and resources
- Use a variety of activities and instructional methods (songs, stories, media, structured games, art, outdoor activities etc) to motivate and stimulate children's abilities
- Assess students performance and progress to ensure they are mastering the skills on regular basis
- Monitor children's interactions and nurture cooperation and sharing

LANGUAGE PROFICIENCY

- MALAY: FLUENT
- ENGLISH: FLUENT

REFERENCES

NORSHIBA NORHISHAM

Penyelaras Latihan Praktik | UiTM Cawangan Melaka

Phone: _____

Email: _____

COMPANY'S PROFILE

COMPANY'S NAME: PANASONIC MANUFACTURING MALAYSIA BERHAD

(PMMA)

FOUNDED BY: KONOSUKE MATSUSHITA, FOUNDER OF MATSUSHITA

LOCATION

SA1: No.3 Jalan Sesiku 15/2, Seksyen 15, 40200 Shah Alam, Selangor

SA2: No.9 Jalan Pelabur 23/1, Seksyen 23, Shah Alam, Selangor Darul Ehsan

OPERATION HOURS

From 8.00 a.m. - 5.10 p.m.

Employees in management positions who punch in after 8 a.m. will be regarded to begin working at 8.30 a.m. and to punch out at 5.40 p.m. While the working hours of a shift employee depend on the rigid schedule established by the human resources division. They will alternate between a morning and a night shift. Only employees who are not in management, such as those who work on the manufacturing line, are eligible for this shift. There is also called 2 "Flexi" where the management employee is flexible to come to work late or go home early. However, they still need to make sure they meet their working hours per week.

VISION

A top global company by pursuing the management objectives of realizing a ubiquitous networking society and coexisting with the global environment through cutting edge technologies.

MISSION

We strive for the creation of new values, by pursuing user-friendliness and accomplishing a high-tech mindset, driven by challenging spirits and full speed of actions.

**OBJECTIVES
GOALS**

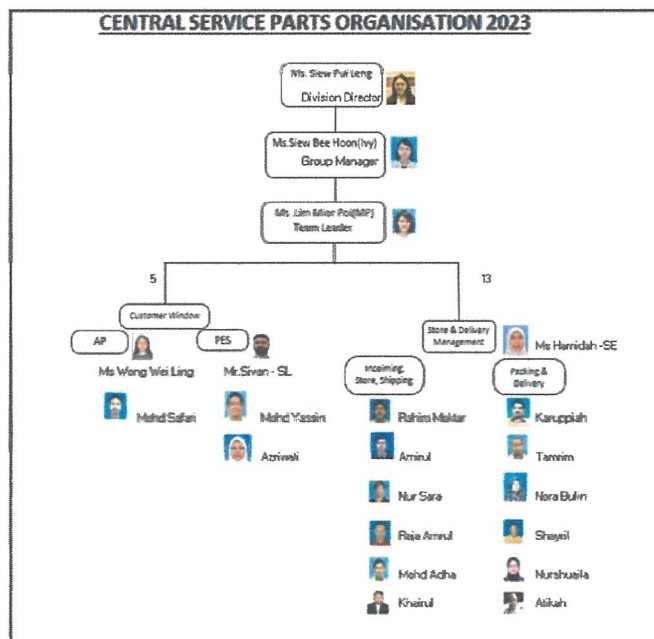
We will work together with our customers and partners to create solutions and technologies to solve both social and environmental issues, improve people's lives around the world, and aim for a sustainable future for both the planet and the people who live on it.

**BACKGROUND OF
ESTABLISHMENT**

Matsushita Electric Company (Malaysia) Berhad was founded in 1965; 40 years later, it changed its name to Panasonic Manufacturing Malaysia Berhad. The facilities and the corporate offices are in Shah Alam, Selangor. Panasonic has solidly established itself as one of the leading brands in the consumer appliance sector over the years. As a result, the brand consistently receives a continuous stream of clients. However, in recent years, this market has faced numerous difficulties as new, less expensive brands and alternatives have entered the market,, particularly from nations with developing economies like Vietnam, China and India.

**ORGANIZATIONAL
STRUCTURE
(SALES
DEPARTMENT)**

Below is the organizational structure for the Purchasing Department in Panasonic Manufacturing Malaysia Berhad. During my intership, I was assigned to join the central service part division under the Sales Department and was also assigned to in charge under product Kitchen Appliances, Home Shower, Vacuum Cleaner and Electric Iron.



PRODUCT OF
PMMA

Panasonic Manufacturing Malaysia Berhad (PMMA) is a company that produces electrical product under the brand of Panasonic from Japan. Each PMMA product has a premium finish and is certified by ISO 9002. Before being sold, PMMA products must pass all quality control checks throughout production.

PMMA produces its product that is divided by its location. Mostly in PMMA, they are in charge in producing Electric Iron, Kitchen Appliances, Home Shower, Fan and Vacuum. Sa1 is in charge in producing Home Shower, Electric Iron and Kitchen Appliances. While in Sa2, they are in charge in producing Vacuum, Fan, and others.

To keep up with the technological trends or advancement that have been continuously changing from time to time, PMMA have has taken the initiative to produce and design a new series of Fan products with embedded remote-control functions via mobile applications, namely the Wifan series, which had been created using Internet of Things ("IoT") innovation. The company unveiled the newest Multi Point Water Heater in 2020 to broaden the Home Shower product line, with intentions to expand into the Thailand and Philippine markets. In addition, the company pioneered the development of superior Storage Water Heater kinds for the Indonesian market. 2020 will see the release of the DH-6SM1, a new model of multi-point water heater, in Thailand and the Philippines. It can conserve space because to its compact form. More importantly, it gives the customer the option to connect several outlet locations conveniently and economically to a single heating unit. Safety for customers is always a priority, which is why this product has solid splash protection features Certificate for UL-94-V0



TRAINING REFLECTION

<p>DURATION</p>	<p>1st March 2023 – 15th August 2023 24 weeks. From 8:00 a.m. – 5:10 p.m.</p>
<p>DEPARTMENT</p>	<p><u>Sales Department</u></p> <p>Under Sales Department, it is divided into four sections which are product planning, sales, service and shipment. For these three sections, they have different roles and different jobs that are not really correlated to each other. However, they do support each other and will make the process flow more systematic.</p> <p>I was assigned in the central service part division that is basically needed to deal with suppliers to make placement order. When the business receive a customer order, order details (including items, item quantities, shipping details and delivery addressed) are typically sent to an order management system. Customers can refers our system called ‘eyeG21’ to make an order. We are also responsible in collecting a specified quantity of items from inventory to satisfy customer orders. Order picking must be a highly controlled process because it directly influences the productivity of the overall order processing workflow. Besides, we are responsible to organize the inventories and sorting all the parts in actual location. By this, it can help our company to produce good quality product.</p>

ROLES,
RESPONSIBILITIES
TASK.

My main role in this section is to support or assist executives for any basic task such as by doing Data Cleaning to make sure all the parts numbers in the system well-organized. For example, I need to remove unwanted part number from the system including duplicate part numbers or irrelevant part numbers. This can make the system more efficient and minimize distraction as well as they can refer true and latest part number to make an order placement more easily.

I have also been thought on how to use our company system called "SAP" which is a platform where we can use to find the prices for raw material that have been updated in the system, to find all purchase order that have been made by our buyer section. Besides that, I need to refer on our system called "GLICS" to choose the right and the latest part numbers. If have any duplicate or unwanted part number, I need to make an alternative part numbers or discontinue the part number.

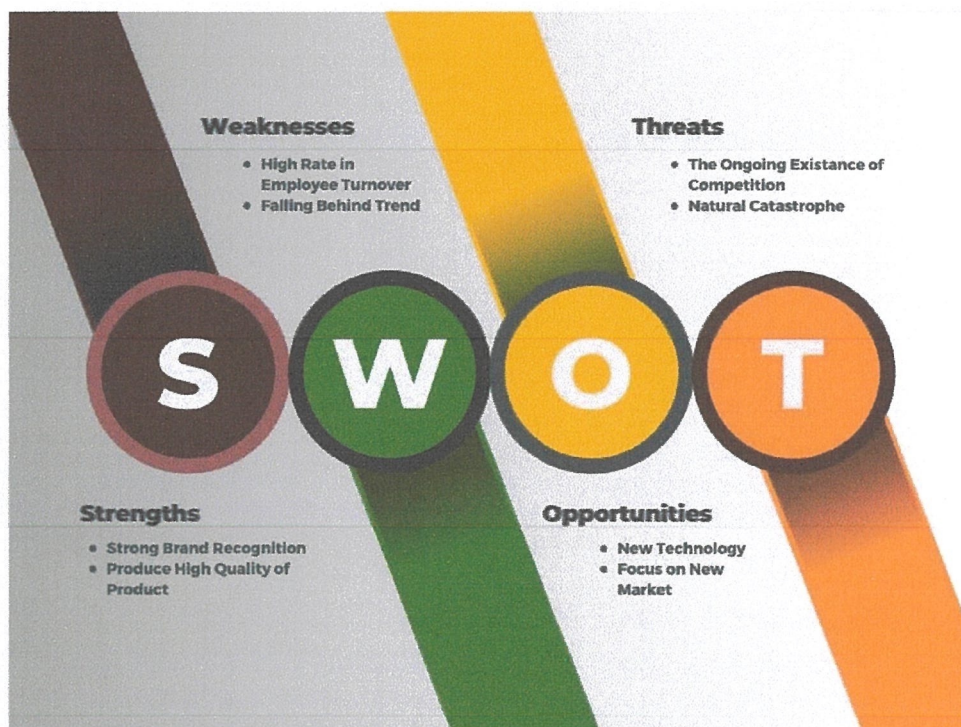
Other than that, I have also been assigned to continuously follow up the PO and SO document every morning which I need to follow up all the placement order, sales order, any outstanding data as well as the inventories. This include the AP products and PES products. From that, it can help my superior to make placement order easily. With that, there are no issues arise or for any project that have been going on under PMMA and our section.

After that, I have also been in charge to write-off project which need to organized all the parts that is no more longer use and prepare the write-off document to release any payment that have been suspend by our financial department. Furthermore, I have also been assigned to handle alternative part number project which need to ensure old part number change to the new part number.

<p>GAINS</p>	<ul style="list-style-type: none"> • I learn on how to deal with all kinds of people with different personalities. With this, it helps me on how to settle some issue efficiently. • I learn on how to adapt with the new working environment which are completely different from the situation I had during my studies. • By pursuing my internship here in the sales department, I have also learned on how other department correlated or work with our team. I have also learned many new departments and their roles are at PMMA. • I have also learned to work under pressure. There are a lot of task assigned to me which needed to be done as soon as possible. Most of the tasks need to be done at time due to the same date given from my superior. • Other than that, I have also learn about professional communications skills. I learned how to interact people in a professional way through emails, phone calls, online meetings and many more. This process overall helped me develop my professional network and emphasised the importance of communication skill in the workplace. • PMMA have gives me experience on how to handle write-off projects or issue that need to be done in certain duration. I learn on how to settle issue in working life and by this, it can also help me to improve my communication skills as I need to inform and communicate with other parties such as another employee from other department or various supplier in the industry in order for us to solve the issue.
<p>ALLOWANCES</p>	<p>RM800</p>
<p>BENEFITS</p>	<p>One of the Benefit provide by PMMA that I can enjoy is their Holiday. PMMA provide a weeklong holiday for each seasonal festive such as Hari Raya Aidilfitri, Chinese New Year and Deepavali. We as Interns, we are eligible for this holiday without getting any allowance to be deducted.</p>

SWOT ANALYSIS

Major corporations frequently conduct study into a corporate system's Strengths, Weaknesses, Opportunities, and Threats. These investigate the patterns and trend that could affect firms favourably or unfavourably. Internal organisational capabilities and favourable aspects are seen as strengths in the SWOT analysis since they are essential for businesses to meet their goals and provide first-rate customer service. Internal barriers or constraints that may have an impact on an organization's performance are referred to as vulnerabilities and are a company's internal components. While the components or qualities that favour or enable firms with connections to other organisations are known as opportunities in a SWOT analysis. Other than that, Threats are negative, external factors that can make it more difficult or impossible for the organisation to achieve its objectives. Opportunities and threats are therefore viewed as aspects of the environment.



STRENGTHS

Strong Brand Recognition

Brand identification relates to how quickly a customer can distinguish between two items that represent a firm, such as its logo or tagline. To ascertain whether the customer is familiar with the original commercial, it is delivered to them in its entirety. Most of the time, people opt for known items (Behe, Huddleston, Hall, Khachatryan & Campbell, 2017)

Panasonic Manufacturing Malaysia Berhad (PMMA) have been having a long sustain brand in the market especially in the technology industries. By utilizing the value of their brand, Panasonic Manufacturing may quickly add new products and secure the market range, and customers will be more disposed to try the new product. Therefore, they may expand into new markets and places and still make money. People will always be able to recognize their brand, instantly connect with Panasonic favourably, and then follow the brand by being one of the devoted customers. Whatever items or goods Panasonic introduces to the public, their loyal clients will always support their business.

Recommendation:

Development of innovative products and processes is becoming a main point of competitiveness in a global, intense, and dynamic competitive environment. Companies that successfully and swiftly launch products that are well aligned to the wants and needs of their target market may have a significant competitive advantage. Other than that, Companies who take too long to release products that don't meet customer expectations or compete with their own products will eventually see their market position deteriorate and their financial performance decline. (Revolutionizing Product Development, 2022).

In today's fast-paced, fiercely competitive world of commercial new product development, speed and adaptability are essential. More and more businesses are realising that the conventional, sequential approach to generating new commodities will fail spectacularly. As in rugby, teams pass the ball among themselves as they advance as a unit up the field. Instead, businesses in Japan and the United States are utilising a holistic approach. The guidelines for developing new products are evolving. Many businesses have found that success

in today's cutthroat market requires more than the conventional fundamentals of high quality, low cost, and distinction. It also requires agility and adaptability.

About customer perception, brand recognition, and communication, the comeback of word-of-mouth marketing through new media formats has shifted the power balance from the corporation to the customer. Knowing how word-of-mouth marketing and viral marketing relate provides the foundation for understanding why viral marketing has been successful on social media platforms. Product placement and influencer marketing are two examples of marketing tactics that make use of social media as well as media like movies and TV shows. To increase brand awareness, the product will be promoted throughout the programme as well as by well-known influencers. Customers' capacity to remember, use, and purchase a particular brand's goods after seeing them is known as brand awareness. (The Influence Of Product Placement And Influencer Marketing Towards Brand Awareness In Manado, 2023)

The basis for favourable perceptions of this emerging trend is shown through an analysis of viral marketing. Numerous social media platforms, including as social networking sites, blogs, social media and YouTube, are used in viral marketing. Having a clear understanding of our words might help the discourse. Word-of-mouth marketing and viral marketing differ in terms of cause and effect. In viral marketing, awareness and buzz are generated by using viral videos, community-building portals, and influencer marketing campaigns. Only positive word of mouth can result in a trial and purchase when it comes to word of mouth and word of work.

Panasonic Manufacturing Malaysia Berhad should focus more on how to attract this new generation customers. So, they should have focus on improving their advertising strategies or focus on producing product that is following the current technological trend that have been going around. I would suggest PMMA to use television advertising or Brand sponsoring for the company to boost up the marketing strategies, they can also use social media Platform to widen up their target market and by this they can reach to a younger or new customer. Panasonic could also do a mega collaboration with other brand or do any sponsorship that can be recognized by others.

Produce High Quality Product

Gaining a competitive edge and enhancing organizational performance may now be accomplished through effective quality improvement. Businesses today view quality as a strategic problem that influences the design of products and processes as well as the choice of the features for the products. **Quality emphasis on four considerations which are Quality design, Quality Conformance, Availability and Field services.** Quality of design is explained as the quality of concept, specification, and market research. The quality of the concept and specification is mostly the responsibility of engineering, and the market research is primarily the responsibility of marketing. When a corporation manufactures a product to fulfil its specifications, it is said to have high quality of compliance while, Technology, human resources, and management all affect the quality of conformity. The product's dependability, maintainability, and logistical support, meanwhile, determine availability. While promptness, skill, and integrity are what define field service. Competitive advantage is the extent to which a company can develop a defensible position over its competitors. It is the outcome of significant managerial decisions and consists of characteristics that set a company apart from its competitors. (Tracey et al, 1999).

Recommendation:

As it influences a business's success and builds its reputation in target markets, product quality is essential. Businesses can reduce production costs, boost investment returns, and boost revenue when they produce high-quality products that continue to fulfil client demands. **Customers refrain from making purchases of subpar goods and services.** According to studies, sharing unfavourable remarks or reviews made by influencers online might have much greater detrimental effects (Puriwat & Tripopsakul, 2021). As a result, all businesses must establish and uphold quality standards and insights. The notion of quality inside an organisation is the constant adherence to client expectations. **When companies manufacture high-quality goods that consistently meet customer demands, they can lower production costs, increase investment returns, and increase revenue.** When an organisation defines quality, it must survey and categorise how its customers define and perceive quality in order to make attempts to meet these expectations.

PMMA should constantly maintain its quality of product. Quality is essential for gaining a competitive edge because it increases customer satisfaction and profit on each unit sold. Lower prices and successful marketing strategies have minimal impact on growth if the product's quality falls short of expectations. The keys to exceeding expectations are consistent execution and investment in quality. Quality can only become a competitive advantage when firms are willing to embrace change and committed to giving continuous improvement top priority in their essential manufacturing processes. Other than that, PMMA should applied statistical technique of trend and quality trend in the industry. Statistics plays a crucial role in assisting the company to maintain the quality of the product by identifying patterns. In other words, statistical techniques aid in determining the importance of observed variations in the number of units of a certain product within a given month or variations in the average quality from one month to the next.

WEAKNESS

High Rate in Employee Turnover

Productivity is inversely correlated with labor force. The more personnel a company has on hand, the more projects it may be able to take on or execute more quickly. Businesses, on the other hand, struggle to finish projects because of a labor shortage. A decrease in efficiency results in a decrease in revenue and profit, which in some circumstances suggests that the organization cannot survive. Employee churn is a major issue for many.

I have noticed that most of the employee that have been working at PMMA have been working since they are young and even most of the employee have been working at PMMA as their first job. So, one of the reasons of the high turnover is because when a lot of employees have retired at the same time. So far during my internship, there is almost 10 employee that have retired almost at the same time. Other than that, one of the reasons for high turnover is because due to the environment. Employees who had been with the organization for an extended period on average. There are many reasons why employees leave their jobs or organizations, including a perception that their work or environment is not actually what they envisioned and a mismatch between the person and the position. Due to the lack of opportunities for growth and development, there is also a lack of training and supervision.

Additionally, employees feel neglected and underworked in addition to being overworked and stressed out by their workload. There is also a lack of balance between work and life.

Recommendation:

Numerous businesses and academics acknowledge that turnover is not always dysfunctional. They do, however, reject as insufficient the most popular approach of differentiating between valuable and throwaway people given that businesses do not even always retain valuable personnel. In addition to greater pay and benefits, there are a variety of other costs involved in luring an employee to stay because of attractive working environments, high levels of job autonomy, flexible work schedules, and so forth. A company must therefore strike a balance between the costs of turnover and those of preventing it. Simple economic reasoning informs us that there is a correlation between staff turnover and the financial performance of the company because the expenses of turnover and retention are opposing forces. (Glebbeck and Bax). The amount of turnover among employees affects the business's operating expenses and depletes its social capital. The costs to the business will increase as the turnover rate rises. A situation like this would necessitate larger investments in human resources (HR), namely higher expenses for staff development, which would have an impact on production costs. (Kurniawaty et al., 2019)

Therefore, PMMA should have focus more on how to provide a better working environment to their employee. There are a few abstract ideas to consider when attempting to create a comfortable and enjoyable working environment. To a certain extent, an employee's happiness would always result in improved job output or their job satisfaction. Individual traits, environmental circumstances, and work characteristics are the three categories of factors that have an impact on job satisfaction. The availability of career advancement opportunities, job security, pay, a positive work environment and management, working environment, social aspects of the job, communication, and other benefit packages all have an impact on how satisfied an employee is with their job. (Kurniawaty et al., 2019). How skilled and contented a worker is, as well as how well-trained they are and how they respond to difficult situations, are all indicators of how effective a job is. Since it results in behavioural abnormalities, including a decline in job performance, this cannot be overlooked. Employees may receive a bonus or other type of appreciation in addition to their work performance from Panasonic Manufacturing Berhad.

Falling behind trend

Any business owner may find the pace of technological trends' evolution to be intimidating. Sometimes it appears like nearly as soon as a business implements new technology, it becomes out of date, or a new version or product has already been introduced to take its place. You can ensure that customers have a positive experience with your business and will be more likely to purchase from you in the future by keeping an eye on tech trends and being up to date with the technologies that have an impact on their engagement with your business. As new technology is developed, it becomes significantly more efficient and operates much more quickly than prior technologies, which is also one of the factors that has attracted consumers. Tasks that formerly appeared tiresome can now easily be streamlined or even automated with the right technology. Business may contribute to the seamless operation of all aspects of their organisation by keeping up with emerging technologies and technological trends.

Panasonic have been known as one of the brands that produce good quality of product. However, I do notice that Panasonic is a bit behind from the technological trends.

Recommendation:

Branding is a powerful marketing strategy instrument that has been employed in the past with remarkable success. Currently, it is becoming more and more popular as a result of fresh, creative applications. Despite instances where branding hasn't fully succeeded, marketers are beginning to recognise the ideal circumstances where it does. Today's issues and challenges with branding strategy include choosing a brand name. ("Branding: A Trend for Today and Tomorrow | Emerald Insight," 2022)

As PMMA is known for its branding, therefore it is very important for PMMA to produce product that are in trend in the industry. To survive in a technological Industry, we need to be the first one or the trendsetter. Your business will be more prepared for changing consumer expectations and needs if you stay on top of technology. By raising your relevance and client appeal, pursuing these trends will help you differentiate yourself from the competition. Other than that, Trends enable organisations to push the boundaries of the market and open up new ideas and opportunities, and they give brands several ways to express their values.

OPPORTUNITIES

New Technology

Modern business growth is greatly influenced by technical advancements. To thrive in the cutthroat business world, companies must keep up with the continuously expanding technological landscape. Making smart digital investments improves decision-making, fosters cooperation among actively engaged employees, and ultimately boosts profitability. Other than that, the right technology increases flexibility and streamlines operations to help businesses respond to market changes. New technology provides Panasonic to practice different pricing strategies in the new market. So that the firm will be able to maintain its loyal customers by providing new services and attract new customers through other value-oriented propositions.

Moreover, when innovations account for 50% of economic growth, they have a considerable impact on macroeconomic stability in highly industrialised countries. Innovation related skills are important for business success as well as need. It provides unmistakable competitive advantages and avoids market stifling. Businesses with a strong focus on innovation and the ability to quickly identify current market and technological trends and make progress in developing relevant solutions have a good chance of surviving. It is crucial to spot trends early on and identify the appropriate technical approaches to solve problems in the current knowledge-based society. To create new solutions at the appropriate time, it is critical to predict how technological trends will affect future client products and services. However, traditional procedures are no longer enough.

Recommendation:

Thanks to technology, systems, goods, and services are now more efficient. Maintaining data flow, monitoring and improving processes, managing contacts and personnel records, and managing contacts are all made easier by this. By conducting business more effectively, the company can save costs and grow quickly. It goes without saying that huge, well-established businesses must constantly change and innovate to stay relevant. Businesses are forced to make a considerable shift from merely concentrating on generating new products and services to also innovating strategically to improve their business processes and performance, especially considering the emergence of the knowledge society. (Kodama, 2022)

By following trends, PMMA can constantly learn new abilities, such as how to use new technology, take part in new activities, and become more effective. They will have more options as a result, which will enable them to try more things and use those experiences to generate new ideas. Panasonic should be aware of the new technology that have been going around in this industry or Panasonic could also be the trendsetter for a technological advancement and be up their R&D expenditures, businesses with an eye toward the future find it more crucial to secure their product innovations through trademark rights. Businesses everywhere are witnessing the disruption of their sectors by new technologies that lead to business model innovation. (Lee et al., 2019). Only businesses that effectively protect their novel technological advancements through patents, trade names, utility models, or designs can outperform rivals economically. Today, no business can afford innovation without effective protection measures. To maintain their place in the global market and create new growth chances for the future, innovations become more crucial for technology-intensive businesses.

Other than that, PMMA could invest on AI technology for their product. Various industries have benefited from AI's promotion of business model innovation. They will be able to enter new markets and endeavours thanks to AI. AI can give businesses a competitive edge by generating data that people can easily understand, anticipate, and use. Expert systems are the most well-known and widely used AI systems, even if it is debatable to what extent they qualify as AI. Many expert systems, specifically in the manufacturing and production sectors, allow businesses to automate knowledge-intensive and time-consuming processes in a variety of operations, including development, system design, production control, and diagnosis. (Lee et al., 2019)

Focus on New Market

According to recent studies, the region's growing population and rising income levels have fuelled the Southeast Asian construction industry. In five ASEAN countries such as Indonesia, the Philippines, Thailand, Vietnam, and Malaysia, the population is projected to rise from 580 million in 2020 to 640 million in 2030. Meanwhile, it is anticipated that the number of housings starts in these nations would reach 4.41 million units in 2021, which is five times the figures in Japan. Because of the new Government agreement, Panasonic has got an opportunity to open new markets to engage more customers. Also, the emerging of new markets in Asia and Latin America presents an expansion of new opportunities.

Panasonic Manufacturing Malaysia Berhad is known to produce good quality product of Kitchen appliances or any housing electrical appliances. This can be demonstrated by the fact that Panasonic was ranked 10th on Forbes magazine's 2017 Global 2000 List of the World's Best Regarded Companies. It is ranked second among the 42 listed Japanese firms. The Forbes Global 2000 List is an annual business must-read that is well-known. For the first time, Forbes in collaboration with Statista selected the 500 World's Best Employers, the 250 Most Reputable Companies, the 250 Top Multinational Performers, and the 250 Top Growth Champions among the Global 2000 globally. A global survey by Statista of 15,000 people scored companies on their social behaviour, believability, worker-friendliness, and skill in providing their service or product.

Recommendation:

A target market is a collection of clients with similar demographics who have been chosen as the company's most likely buyers of its goods or services. Establishing the target market for each new product is essential to developing and implementing a successful marketing strategy. If a business produces a product that allows a big number of customers to accomplish something they were unable to do before they came along, a new market is created. Customers and their preferences are unknown in a new market, and there is no direct competition. Entrepreneur's Toolkit, 2021)

Businesses may face intense competition, particularly if markets are stagnant or increasing slowly. Most managers that participate in this kind of competition express distaste for it and wish they could find a better alternative. They frequently already recognise that innovation is the only way to differentiate themselves from the competition. But they simply lack the beginning knowledge. Practical guidance is rarely offered along with exhortations to think outside the box or develop more innovative techniques. (Kim & Mauborgne, n.d.) Marketing professionals can focus on customers who are most likely to purchase their products by identifying a target market. Research and investment are focused on the customers with the most potential for profit by reducing the population.

Therefore, PMMA should focus on expanding their market to whole Asia and slowly expanding their market to Middle East and Africa. The company recently introduced its new worldwide tagline, "Live Your Best," and it seeks to increase its market share by providing consumers with regionally relevant, cutting-edge solutions that promote healthy, hygienic living and improve consumer "wellbeing." As the company focuses on increasing its regional market share to meet changing consumer demands, it will provide products that create a convenient and healthy ecology in homes, public spaces, and companies. Over 150 business associates from over 21 countries, as well as journalists, attended the convention, which outlined the brand's intentions for the upcoming fiscal year and revealed business highlights for 2021. Panasonic reported 119% sales growth compared to 2020 for its consumer appliances related to health and hygiene and 106% growth compared to 2020 for its B2B solution division.

THREATS

The ongoing existence of competition

Understanding how competitive the technology industry truly is one of the main challenges with technology policy. Looking at the reported market, the technology sector is still in a state of rapid change, and the industry exhibits several traits that refute the idea that market share is a perfect predictor of market strength.

In most industries, competitors will feel a company's competitive actions and will respond by taking action to undermine those efforts. The industry may suffer as a result of the pattern of action and reaction because of the interdependence of enterprises.

When it comes to Panasonic, many other well-known brands from the same industry have developed items that are identical to its own and, on occasion, even look better than the Panasonic name. Due to Panasonic's constant need to grab consumers' attention, this will result in fierce competition. If Panasonic didn't succeed in doing so, the likelihood that this brand will eventually collapse is greater than ever. Panasonic should study its rivals, like Dyson and Tefal, who are known for consistently developing unique products. This can help them compete successfully in the electrical business.

Recommendation:

There are companies that pay tens of thousands of dollars, and even millions of dollars, to consult specialists on the most recent methods for raising rates of return. They frequently offer advice on **integrating core competencies, outsourcing unimportant tasks, selling off unrelated firms, and merging with competitors to consolidate. Executives with operational duties haven't had much access to information that can help them frame strategic issues and create goals, despite all the guidance.**

Panasonic should develop a product that can be used regardless of the time. They ought to think about developing something that is not currently available in the market of their rivals. **The preferences of today's consumers are important to Panasonic Manufacturing Malaysia. Additionally, it is highly crucial to have a product that will not be influenced by the times.** Instead of purchasing a new product, individuals can just upgrade their existing one. Perhaps Panasonic will develop home appliances that can be upgraded, like how Apple has improved the IOS on its iPhones over time. **As a result, it may result in a safer world and longer product usage.**

Natural Catastrophe

Floods and other natural disasters have put Panasonic's output in danger. Early in December 2021, the water swept over SA2, one of Panasonic's manufacturing facilities, causing a significant loss for the corporation. All the manufacturing was put on hold, and a lot of their equipment needed to be fixed because it had been destroyed. Due to SA2's placement in a low-lying terrain, this phenomenon occurs. When the whole inventory that Panasonic Manufacturing Malaysia Berhad had in the warehouse was destroyed by the flood, they suffered a significant financial loss. Additionally, the production process needs to be stopped immediately since they are concerned that it might result in an electrical short and further dangerous mishaps.

Recommendation:

During a natural disaster, business operations, staff members, and the local community may suffer greatly. Therefore, it is wise for every business executive to have strategies in place to handle their affairs and possibly even help their community in the event of such a disaster. **Damage and exposure might result in circumstances that put other people in danger. Both business machinery and infrastructure are affected. Businesses may have to spend hundreds of dollars to replace furniture, equipment, and other assets as a result of these catastrophes. (Ventiv Technology, 2019)**

As Panasonic Manufacturing Malaysia Berhad have experiment a huge loss due to this disaster, they should have prepared strategies or flood plan that can help to minimize lost due to natural disaster. They should also be aware with the weather especially during the season. Other than that, it is imperative for the company to have adequate insurance coverage. Buildings and contents insurance protects all office space from accidental damage to the office buildings, office goods, and computer equipment caused by floods (as well as other calamities like fires, explosions, and storms). Even though business interruption insurance is frequently disregarded, it comes in quite handy in the event of a flood. This insurance can lessen the financial burden on the business if it needs to relocate for months while drying out and repairs are made.

CONCLUSION

In conclusion, I learned a lot about the realities of the workplace through this internship programme at Panasonic Manufacturing Malaysia Berhad. Additionally, these internship programmes teach me how to prepare for the impending real world of job. When faced with an unexpected circumstance while working, we must constantly be prepared physically and mentally because we have no control over the situation. The location of my internship was also a great fit for my Bachelor of Office System Management (Hons.) programme because I had to collaborate with people of all nationalities and racial backgrounds who all spoke English as their primary language.

Although initially challenging, this internship teaches students to solve problems on their own without assistance from others. It is strongly advised that students follow the professional route that most appeals to them. This is since if we truly enjoy what we are doing, both the tension at work and future difficulties can be readily managed without the need for critical thought.

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APPENDICES

PANASONIC MANUFACTURING MALAYSIA BERHAD



SA1



SA2

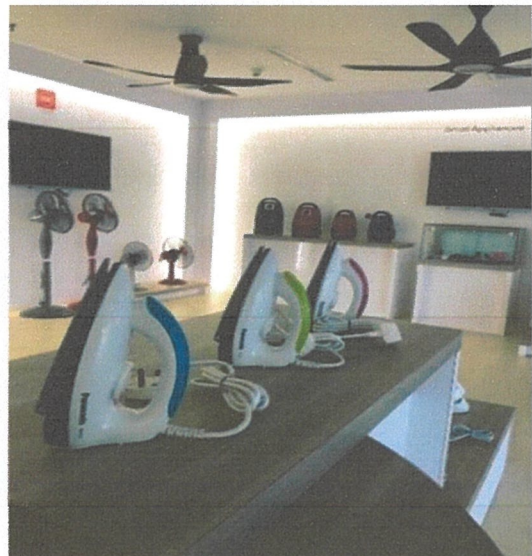


LOBBY SA1

PMMA PRODUCT



VACUUM CLEANER



ELECTRIC IRON



PES PRODUCT



HOME SHOWER



PANASONIC ANNUAL DINNER



MENTAL HEALTH TALK