



**INDUSTRIAL TRAINING REPORT**  
**AT**  
**GES MANUFACTURING SERVICES(M) SDN BHD**

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**NUR ALIA IZATI BINTI DAMAN HURI | 2021115211 | BA246**

## Executive Summary

This internship report is based on the work experience that I have gathered as a trainee in GES Manufacturing Services (M) company as a buyer in purchasing department. In this report, I mainly provided the details of the SWOT analysis of the company that I have been training from. Customer satisfaction is critical to the success of any business. At here in Ventures, they always try to achieve customer and supplier demand. Customer satisfaction can be improved through continuous feedback, consistent service quality, and community engagement. These strategies can help companies build long-term customer relationships and thrive in a competitive marketplace. Besides, strong brand recognition can be achieved by leveraging social media platforms, creating compelling and shareable content, and using influencers or brand advocates to extend the brand's reach, such as through TikTok apps. Management issues also can arise in this company at many different levels, including individual team management to organizational leadership. Strong leadership, excellent communication skills, the ability to adapt to change, and a focus on fostering a positive work environment are required for effective management. The company name may face skilled human resource challenges in the coming years, due to high employee turnover and growing reliance on innovative solutions. Companies can take several proactive measures to address the shortage of skilled human resources, such as investing in training and development, implementing flexible work arrangements, and offering competitive compensation and benefits. Customers are migrating to higher end products, and Venture Corporation Ltd can profit from this trend by providing premium options, investing in product differentiation, developing compelling brand experiences, and effectively communicating the value proposition to their target audience.

# Table of Contents

Executive Summary .....	- 2 -
Table of Contents .....	- 3 -
1.0 Acknowledgement .....	- 4 -
2.0 Student Profile .....	- 5 -
3.0 Company Profile .....	- 6 -
3.1 Organisational Structure.....	- 9 -
3.2 Products or Services .....	- 10 -
4.0 Training's Reflection .....	- 11 -
Duration.....	- 11 -
Details.....	- 11 -
Gains.....	- 11 -
5.0 SWOT Analysis .....	- 12 -
6.0 Discussion and Recommendation .....	- 13 -
7.0 Conclusion .....	- 19 -
8.0 References.....	- 20 -
9.0 Appendices.....	- 22 -

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## Background



*Figure 3: Venture's headquarters in Singapore*

After the merger of three companies, Venture Corporation Limited was formed in 1989 as an electronic services provider. Its headquarters are in Singapore, and the Group consists of more than 30 companies around the world, with centres of excellence in Southeast Asia, Northeast Asia, America, and Europe. The Group is well-known for its extensive knowledge and expertise in a variety of technological domains. Life science, genomics, molecular diagnostics, medical devices and equipment, healthcare, luxury lifestyle and wellness technology, test and measurement technology instrumentation, networking and communications, advanced industrial, computing, printing, and imaging technology are examples of these. Venture will keep investing in new technologies and improve its talent pool's technical capabilities in order to provide an extensive variety of differentiated services. It is the preferred partner of choice for over 100 global companies, which include Fortune 500 corporations, and ranks between the top in value chain management for leading electronics companies. In Johor Bahru, Malaysia, Venture has three companies under it which are GES Manufacturing Services located in Senai, Venture Pintarmas in Kempas, and also Technocom Systems in Kawasan Perindustrian Tebrau.