



اَوْتُوْ سِيْتِي تِيْكَوْلُوْ كِي وَابَا  
UNIVERSITI  
TEKNOLOGI  
MARA

Cawangan Melaka

**UiTM KAMPUS BANDARAYA MELAKA**

**FACULTY OF BUSINESS AND MANAGEMENT  
BACHELOR'S IN OFFICE SYSTEMS MANAGEMENT (Hons.)**

**MGT 666  
INDUSTRIAL TRAINING**

**COMPANY REVIEW WRITE REPORT : GUOCERA SDN BHD**

**CLASS:  
M1BA232 6B**

**PREPARED BY:**

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## **EXECUTIVE SUMMARY**

Guocera Sdn Bhd (Kluang) has been a wonderful place to complete my 6 months industrial training from 1st March 2023 until 15th August 2023. Guocera is one of the member of the Hong Leong Group, has proudly become the tile brand of choice in over 50 countries with over 50 years of production experience. Guocera supply not only high-quality items, but also ideas for transforming any environment, including residential, commercial, and public infrastructure. Here, I being placed at Human Resources Department which is more similarly with my course that I took. This department control and manage everything about manpower, such as pengambilan dan pemberhentian pekerja, masalah disiplin pekerja, time management system, headcount pekerja and others related.

Throughout the 6 months industrial training, I have been assigned to perform task related with all the claims, updating manpower, update all the personal files each employees and doing 5S activities.

I had learned a lot of skills and gain many knowledges here. I really enjoy during this internship because the staff is really supportive and willing to guide me during my internship journey. Additionally. This internship journey has influenced a good perspective in me, and I now know more about myself and what I am capable of accomplishing.

In this report also content the strengths, weakness, opportunity and threat of Guocera Sdn. Bhd. Basically, the strengths of the company is focus on their business quality's products. Next, the weakness of the company is the poor management and lack of manpower. Then, the opportunity of the company is they provide external training and the product's demand is higher. Last, the threat related to the competitor and lack of resources.

## ACKNOWLEDGEMENT

First and foremost, I am expressing my thankfulness and praise to God for his guidance and blessing throughout my entire industrial training, I am able to complete this report that was given my responsibility in order to fulfil a part of condition to be awarded Degree in Office System Management by Universiti Teknologi Mara, Kampus Bandaraya Melaka.

Special thanks to my Assistant Manager of Human Resources, Mr. Imanullah bin Abdullah for give me the opportunity to do my industrial training at the company. I would like to express endless gratitude to all my teammate at this department for their support and guidance throughout my industrial training. With that, I have gained so much knowledge and experience here as an internship student.

Besides that, I am very honoured to get advisor like Madam Saida Farhanah Binti Sarkam. She's been giving some advices during my internship in order for me to undergo this training smoothly. Besides that, she also helping me with some ideas for improving the content of my final year project.

Lastly, I would like to thank to my family and also my colleagues for their comforting support. I also would like to show my deepest gratitude to my friends who discussed and give opinions that was very helpful. I wish to acknowledge to all persons who give supporting and advice directly or indirectly involved to the success of my industrial program.

## 1.0 Student's Profile

NURUL  
SYAHIRAH  
BINTI MOHD  
SALLEH



### OFFICE MANAGEMENT



#### EDUCATION

**2013-2017**

Sekolah Tinggi Kluang  
(PT3, SPM)

**2018-2020**

Sekolah Tinggi Kluang  
(STPM)

CGPA : 5.17

**2021-2023**

UiTM Bandaraya Melaka  
CGPA : 5.52

#### SKILLS

Data Entry	
Copywriting	
Communication Skill	
Editing	
Photography	

#### ACHIEVEMENT

##### PROJECT LEADER

Positive Thinking & Effective  
Communication Skill

##### PROGRAM & COMPETITION BUREAU

E- Sport Tournament

##### MULTIMEDIA BUREAU

Raya Gaya Boss

##### TECHNICAL BUREAU

Stranger to Family

##### SPECIAL TASK DUTY BUREAU

Annual Dinner

#### WORK EXPERIENCE

**2017**

##### SEASON CONFECTIONARY & BAKERY

As a production team

**2020**

##### MYKLUANG COFFEE

As a waiter and cashier

**2021**

##### SUSHI KING

As a waiter and cashier

**2022**

##### SHELL

As a cashier

**2023**

##### GUOCERA SDN BHD

Internship

## 2.0 Company Background

Guocera Sdn. Bhd. being the leading producer of ceramic tiles in Malaysia. It was well known for producing a wide range of products ranging from glazed wall and floor tiles, porcelain tiles and so on. It had over 50 years of tile manufacturing experience and Guocera Sdn. Bhd. had been recognized as the company that offered high- quality tiles from Asia- Pacific to the Middle East, Europe and America.

Guocera Sdn. Bhd. is a manufacturing company for ceramic tiles business that under Hong Leong Group, is a wholly owned subsidiary of Hong Leong Industries (HLI). Before that, Guocera Sdn. Bhd. was formerly known as Far Eastern Industries which belongs to Taiwanese shareholders and it began operating in 1987 by producing floor tiles. In 1988, this company was taken over by Hong Leong Group and it was also renamed from “Far Eastern Industries” to “Guocera Tiles Industries” (GTI). After that, Guocera Tiles Industries changed its name to Guocera Sdn. Bhd. in 2015.

For Guocera under Hong Leong Group, there are two manufacturing facilities of tiles industries located in Meru and Kluang. Besides that, there is another one research center called Ceramic Research Company (CRC) which is engaged in the research and development of ceramic tiles and related products. In addition, the headquarters of Guocera is located at Petaling Jaya. There are more than 1000 employees in the operations in Petaling Jaya, Meru and Kluang are committed to providing the best products to customers whenever they are in the world.

Guocera Sdn Bhd located in Kluang, Johor is where the student is placed for industrial training. The total of current manpower consists of around 310 employees including manager, executive, non- executive, factory workers and foreign workers.

### 2.1 Mission, Vission, Objective and Goals:

Guocera Sdn. Bhd. aims to be Asia’s Premier Brand. This shall be achieved through:

- Communicating, measuring and reviewing periodically and organization goals;
- Conforming to customer and applicable statutory and regulatory requirements;
- Continuous quality management improvement and partnership with our customers, vendors, employees and other interested parties.

## Mission

The mission of Guocera Sdn. Bhd, is:

- To contain Cost of Doing Business through Yield Improvement Program (YIP).

## Value

The values of Guocera Sdn. Bhd. are:

- We are committed to delight our customers through Continuous Improvement Activities.
- We value our Employee Satisfaction through Total Involvement and inculcating a Learning Organization.

## 2.2 Operation Hour

Working Hours	
Days	Hours
Monday - Friday	
Office	8.00 a.m. – 5.30 p.m.
Factory worker	
• Shift A	7.00 a.m. – 3.00 p.m.
• Shift B	3.00 p.m. – 11.00 p.m.
• Shift C	11.00 p.m. – 7.00 p.m.
Foreign worker	7.00 a.m. – 7.00 p.m.



## 2.3 Organizations Structure

### 2.3.1 Guocera Kluang Organization Chart

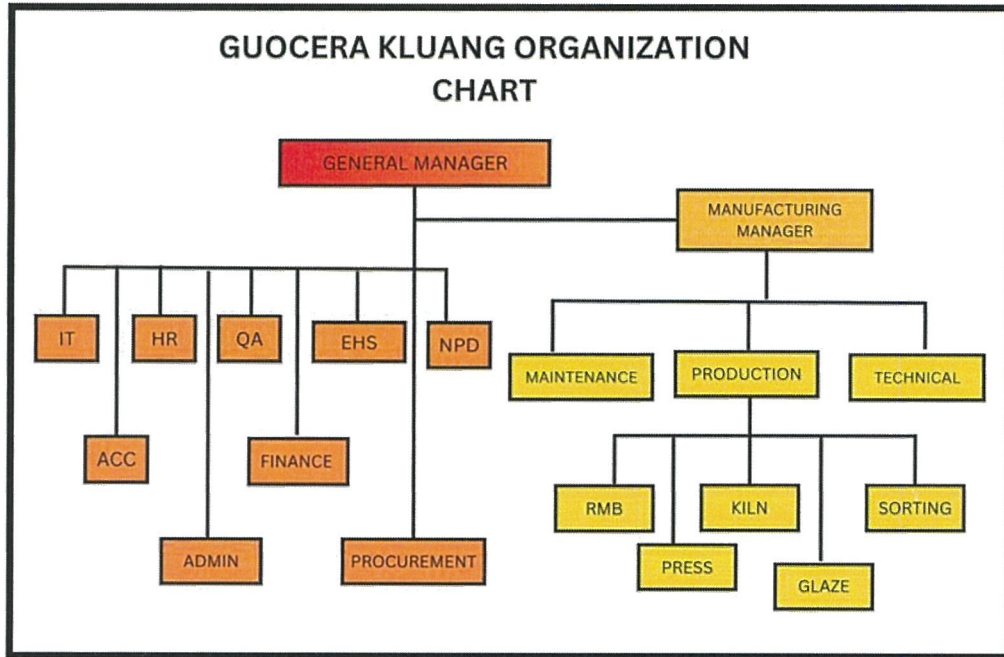
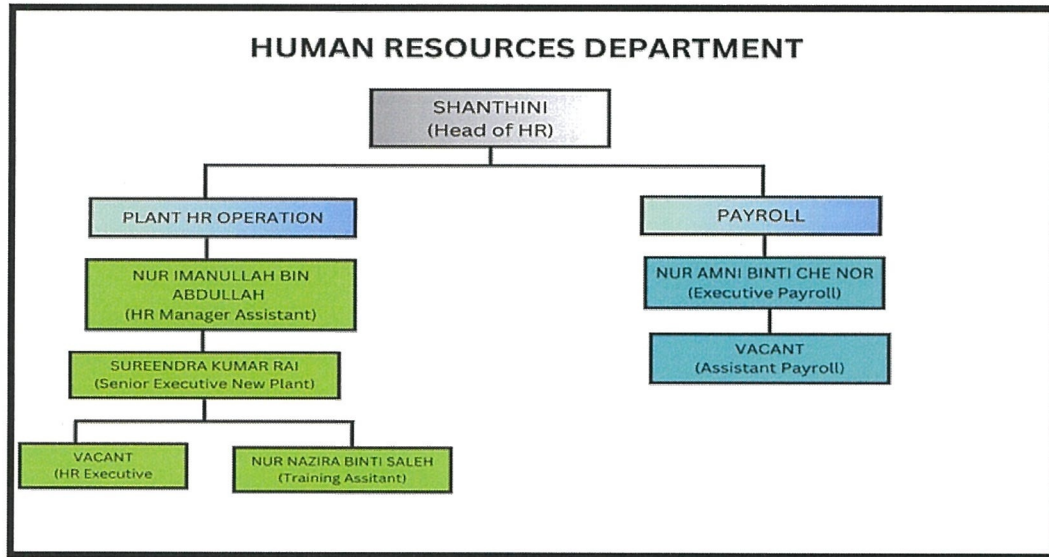


Figure 2.3.1 has shown the overall organization structure of Guocera Sdn. Bhd. From this figure, it had shpwn all pf departments that exist in Guocera Sdn. Bhd.

### 2.3.2 Organization Structure of Human Resource Department



However, Figure 2.3.2 shows the current structure of Human Resources Department in GUOCERA Sdn. Bhd. (Kluang). It consists of 6 employees with the position of head of department, assistant manager, senior hr executive, hr executive, training assistant and hr assistant.

## 2.4 Product and Services

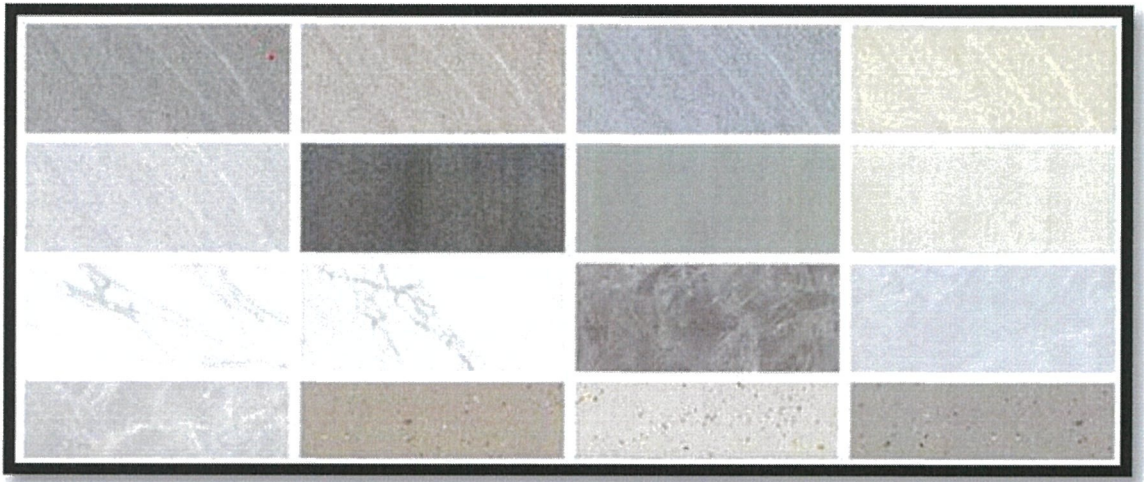
Guocera provide a complete range of products ranging from glazed walls and floor tiles, porcelain tiles to fashionable crafted decorative accessories. More than 1,600 employees are committed to providing the best products to our customers whenever they are in the world.

### 2.4.1 Products

Guocera is a well-known brand in the ceramic tile industry, offering a wide range of high-quality ceramic and porcelain tiles for various applications. Their products are known for their durability, aesthetics, and innovative designs. This are example of products offered by Guocera:

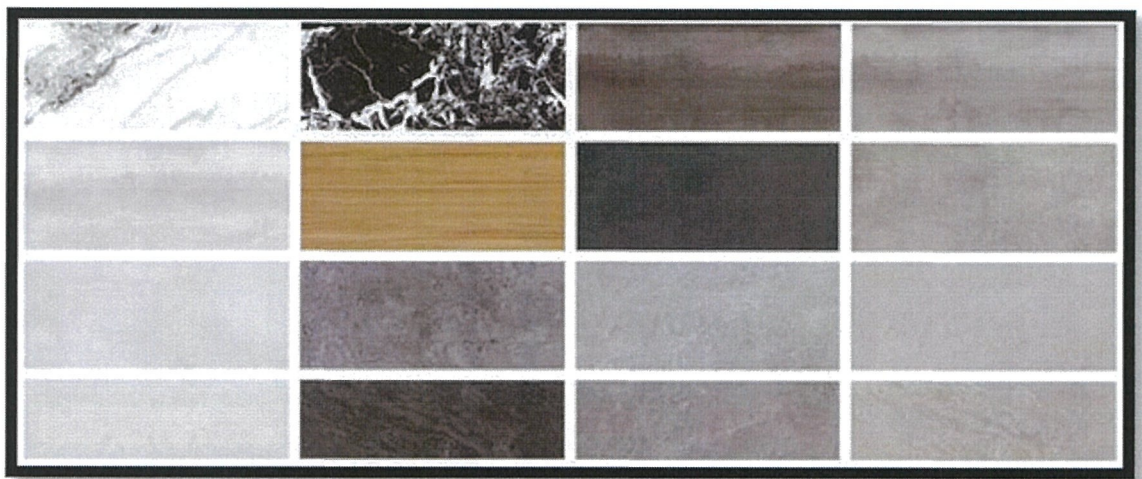
i) Floor Tiles

Guocera produces floor tiles that are designed to withstand heavy foot traffic and provide long-lasting performance. These tiles come in various sizes, finishes, and styles, catering to different design preferences and functional requirements.



ii) Wall Tiles

Guocera offers a diverse collection of wall tiles that are suitable for both residential and commercial applications. These tiles are available in different colors, patterns, and textures, allowing for creative and visually appealing wall designs.

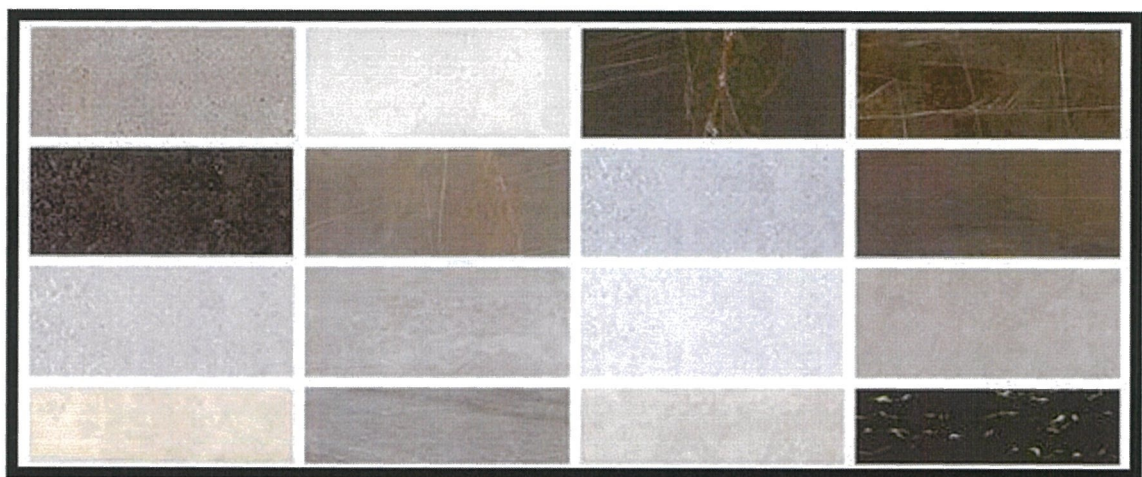


### iii) Bathroom Tiles

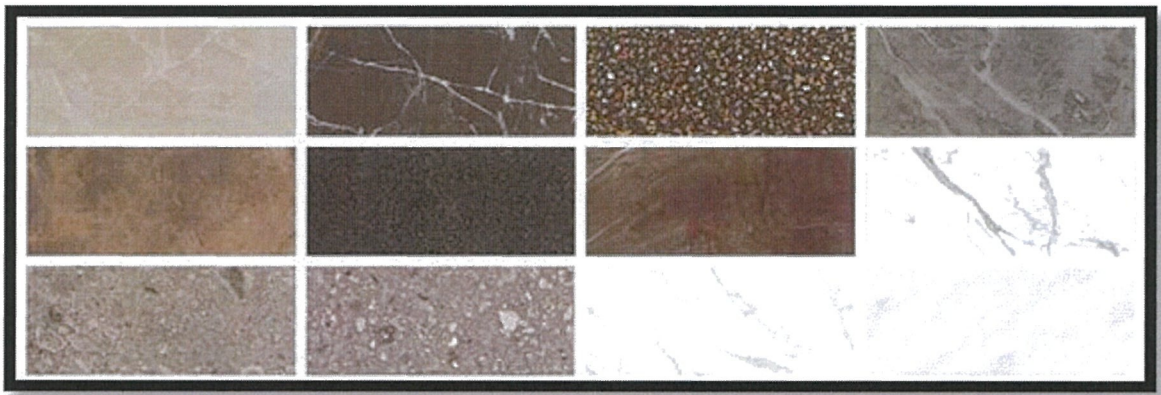
Guocera provides a range of tiles specifically designed for bathroom applications. These tiles are resistant to water, moisture, and stains, making them ideal for wet areas. They offer options such as anti-slip tiles for enhanced safety and various styles to suit different bathroom aesthetics.



iv) Outdoor Tiles: Guocera offers outdoor tiles that are designed to withstand exposure to the elements, such as sunlight, rain, and temperature changes. These tiles are durable, slip-resistant, and come in various textures and finishes, making them suitable for patios, gardens, pool decks, and other outdoor areas.



- v) **Specialized Tiles:** Guocera also produces specialized tiles for specific purposes. This includes tiles designed for commercial spaces like offices, hotels, and retail stores, as well as tiles suitable for industrial settings. They may offer features such as high chemical resistance, heavy-duty durability, or specific designs tailored to the intended environment.



#### 2.4.2 Service

Guocera primarily specializes in manufacturing and supplying ceramic and porcelain tiles for various applications. While their core focus is on providing high-quality tile products, they may also offer certain services to support their customers. Here are some of the services that Guocera provides:

- i) **Product Consultation:** Guocera may offer product consultation services to help customers choose the most suitable tiles for their specific needs. They can provide guidance on factors such as tile types, sizes, finishes, and installation methods based on the customer's requirements and preferences.
- ii) **Design Assistance:** Guocera may have a team of design professionals who can assist customers in selecting tiles that align with their design vision. They can provide advice on color coordination, pattern selection, and overall aesthetics to achieve the desired look and feel for a space.
- iii) **Installation Support:** While Guocera's primary focus is on manufacturing and supplying tiles, they may offer basic installation guidelines and recommendations to assist customers during the tile installation process. This can include instructions on surface

preparation, adhesive selection, grouting, and maintenance to ensure proper tile installation.

iv) Customization: Depending on the specific requirements, Guocera also have the capability to offer customized tile solutions. This could involve creating unique designs, colors, or sizes of tiles to meet the individual preferences or project specifications of customers.

v) After-Sales Support: Guocera have a customer support team available to address any inquiries or concerns that customers may have after purchasing their products. This can include providing assistance with warranty claims, troubleshooting tile-related issues, or offering guidance on tile maintenance and care. This are the picture where team Quality Assurance (QA) went to Singapore for inspection due to customer's complaint.



### 3.0 Training Reflection

I have undergone my industrial training at Guocera Sdn. Bhd. for 6 months and I'm assigned under the Human Resources Department. I work Monday to Friday from 8:00 am to 5:30 pm and 1 hour lunch break. During my 24 weeks of internship, I was assigned with filing, 5S, claim, medical claim & entitlement and vendor clinic panel. Other than that, I also gain some knowledges about recruitment process, disciplinary action, SOCSO, uniform and others.

#### 3.1 Filing

Filing involves storing documents in a secure location and being able to locate them quickly and conveniently. Documents that have been properly cared for are less likely to tear, become misplaced, or become soiled. A file system is the fundamental mechanism for keeping records in an organisation. It contributes to organization's systematic approach, efficiency, and transparency. In the HR department, filing has a special room to store all employee files. Each Non-Executive and Union employee has their own file. Their files are labelled with employee number and their name and they are organised by employee number. However, for Executives and Managers their files are kept at HQ in Petaling Jaya. Apart from that, this room also stores the files of employees who have resigned. However, we only keep their files for 7 years from the date the employee quit.

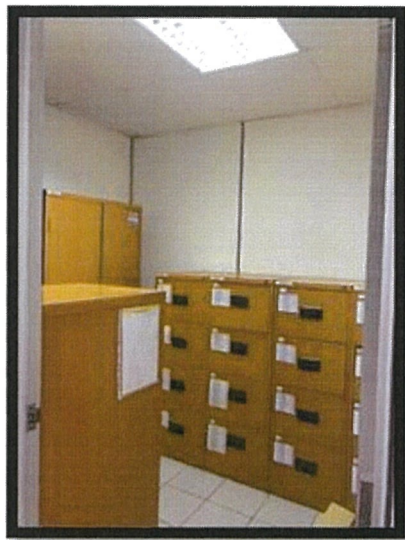


Figure 3.1: Filing Room



Figure 3.1: Employee file cabinet

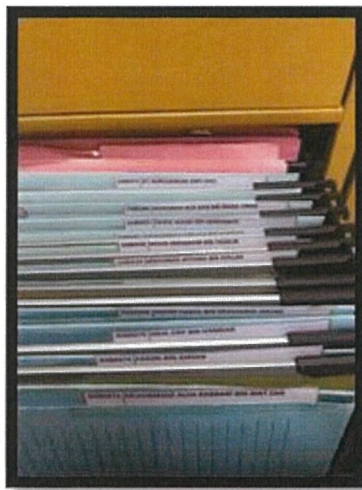


Figure 3.1: Employee file arrangement according to employee number

### 3.2 Medical Claim

A medical claim refers to a formal request submitted by a healthcare provider, such as a clinic or hospital, for reimbursement of medical services rendered to a patient. When a person receives medical treatment or services, the healthcare provider generates a detailed record of the services provided, including the procedures performed, medications administered, tests conducted, and any other relevant information. This information is then used to prepare a medical claim. The medical claim contains important details, such as the patient's personal information, the healthcare provider's information, the date and



description of the services provided, the costs associated with each service, and any supporting documentation, such as medical reports or test results.

In Guocera, Guocera has 7 panel clinics namely Shasta Polyclinic and Surgery, Bakti Clinic (TSI), Bakti Clinic, Tay&Tan Clinic, Intan Polyclinic, Song Clinic and KPJ Kluang. To go to the panel clinic, employees need to bring a clinic form and submit it to the clinic.

QH0006-A  
(Rev: 10)

**CLINIC FORM**

Reference No.:		Department:	
Date:		Shift:	H / A / B / C

<p><b>POLIKLINIK INTAN (TAMAN INTAN)</b> 15, Jln. Pagar's Tree, 81000 Kluang (07739695)</p> <p><b>POLIKLINIK INTAN (LAYANG-LAYANG)</b> 8, Jln. Pagar's Tree, 81000 Kluang (07739695)</p> <p><b>KLINIK T&amp;T</b> 25, Jln. Gajah, 81000 Kluang (07739695)</p> <p><b>POLIKLINIK DAN SURGERI SHASTA</b> 142, Jln. Tanah Hitam 2/4, Taman Tanah Hitam, 81000 Kluang (07739795)</p>	<p><b>KLINIK BAKTI (KLUANG)</b> 28, Jln. Besar, 81000 Kluang (07739630)</p> <p><b>KLINIK BAKTI (TAMAN SRI IMPIAN)</b> 15, Jln. Sri Impian F13, Taman Sri Impian (78) (07739642)</p> <p><b>KLINIK SONG</b> 142, Jln. Tanah Hitam 2/4, Taman Tanah Hitam (07739795)</p>
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Dear Doctor,

This is to certify that the bearer of this letter \_\_\_\_\_  
I/C No. : \_\_\_\_\_ Emp. No. : \_\_\_\_\_ is our employee.

Kindly examine him/her and charge under account of MESSRS GUOCERA SDN BHD

Thank you,

Authorised by:

**SUPERVISOR / EXECUTIVE**  
Name : \_\_\_\_\_  
Employee No. : \_\_\_\_\_

**HUMAN RESOURCE DEPARTMENT**

Figure 3.2: Clinic Form

Every month after the 19th, each panel clinic will send us an invoice. This is because the set cut-off is on the 18th. On the invoice, there is the employee's name, employee number, employee ID, patient name, mc and payment amount.



The image shows a highly detailed and dense table, likely a medical claim form or a data table. The text is very small and difficult to read, but it appears to have multiple columns and rows of data. The table is framed by a thick black border. The content is organized into a grid with many columns and rows, typical of a complex form or data table.

Figure 3.2: Template Medical Claim

### 3.3 Medical Entitlement

Medical entitlement refers to the rights and benefits that individuals are entitled to receive under a specific healthcare system or insurance policy. It outlines the scope and extent of medical services, treatments, and coverage that individuals are eligible to receive based on certain criteria, such as their insurance plan, government program, or employment benefits.

Guocera provides medical entitlement to all its employees. Medical entitlement is given according to the employee's level. The higher the employee's level, the more benefits they will receive. This medical entitlement will be reduced once finance indicates that the medical claim I submitted to them for a few days has been approved. In the template provided, I must carefully analyse the amount and entitlement of who needs to be deducted, either the employee or his dependents. Once completed, we will be able to see each employee's medical entitlement balance. If the entitlement remains lower, I will inform my manager to notify that employee.



Figure 3.4: Traveling Claim

### 3.5 5S Activities (Office & Canteen)

5S activities refer to a set of workplace organization and management practices that originated in Japan and have since been adopted by organizations worldwide. The term "5S" stands for five Japanese words, each starting with the letter "S," which represent key principles of the methodology. The goal of 5S activities is to create a clean, efficient, and organized work environment that enhances productivity, safety, and quality. Implementing and sustaining 5S activities can result in numerous benefits, including improved efficiency, reduced waste, enhanced safety, increased employee morale, and better overall productivity.

**Seiri (Sort):** This involves sorting and removing unnecessary items from the work area. Unneeded tools, equipment, materials, or documents are identified and either disposed of or relocated to an appropriate storage area. By reducing clutter, it becomes easier to find and access necessary items, leading to improved efficiency and reduced waste.

**Seiton (Set in Order):** In this step, the remaining items are arranged in a logical and organized manner. Everything has a designated place, and visual indicators, labels, or shadow boards can be used to clearly identify where items belong. The goal is to make it easy to locate and retrieve tools, equipment, and materials, reducing the time wasted searching for them.

**Seiso (Shine):** This step involves cleaning and maintaining cleanliness in the workplace. Regular cleaning routines are established to keep work areas, equipment, and tools in optimal condition. By maintaining cleanliness, potential safety hazards are minimized, and a more pleasant working environment is created.

**Seiketsu (Standardize):** Standardization involves creating and implementing standardized practices and procedures for maintaining the first three S's. Clear guidelines and protocols are developed to ensure consistency in sorting, organizing, and cleaning activities. Visual aids, checklists, or standard operating procedures (SOPs) may be used to reinforce these practices.

Shitsuke (Sustain): Sustaining the 5S principles is the final step. It involves instilling a culture of continuous improvement and discipline among all employees. Regular audits and inspections are conducted to ensure adherence to the established standards. Training and communication play a crucial role in reinforcing the importance of 5S and encouraging employee involvement and ownership in maintaining the organized work environment.

I assigned with 5S activities at offices and canteen. So, I have to make sure that every area and environment of the canteen is in a conducive and clean condition. Every equipment and item should be labeled and arranged in a neat condition.

### 3.6 Raise Purchase Requisition (PR)

A purchase requisition is a document or electronic form that initiates the procurement process within an organization. It serves as a formal request for the purchase of goods or services.

I also learn on how to raise purchase requisition. Once I receive the email invoice from procurement, I will raise the PR at the SAP system based on the details in the invoice. Once I done, Finance will get notifications and if there is an error, finance will email to tell what the error is and I will correct it again and notify them when I had redo it



Figure 3.6: SAP System Main Page

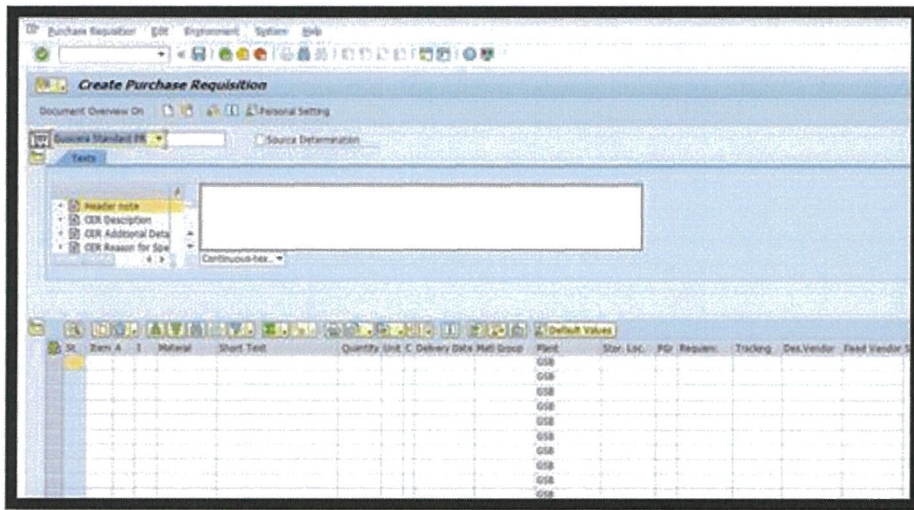


Figure 3.6: Create Purchase Requisition

### 3.7 Uniform Stock

Here, I also learn about how to manage uniform stock and processes involved in managing uniform stock. In Guocera, we have three types of uniform such as the old one sky blue uniform, 5S t-shirt and the latest one is dark blue uniform. For shoes, there are two types of shoes, men's shoes and women's shoes. Each employee is given 2 quantities of each type of shirt and given a pair of shoes.

Every employee can change their uniform or shoes when their uniform is worn or their shoes are damaged. However, they need to fill out the form by writing the name, employee number, reason, date, department and size of uniform or shoes to be changed.

**Guocera Sdn Bhd** A Member of the Hong Leong Group  
**Borang Pengambilan / Pemulangan UNIFORM & SAFETY SHOES**

Nama : \_\_\_\_\_ Tarikh : \_\_\_\_\_  
 Jabatan : \_\_\_\_\_ No pekerja : \_\_\_\_\_  
 Tujuan / Sebab :  Pekerja baru  Pekerja berhenti  Rosak

BAJU	SAIZ											
	XXS	XS	S	M	L	XL	2XL	3XL	4XL	5XL	6XL	7XL
Kuantiti												
Old Uniform (Light Blue) / New Uniform (Naw Blue)												
Long Sleeve / Short Sleeve												

SELUAR	SAIZ											
	XXS	XS	S	M	L	XL	2XL	3XL	4XL	5XL	6XL	7XL
Kuantiti												

SAFETY SHOES	SAIZ	
	SAIZ	Kuantiti

\_\_\_\_\_  
 (Pekerja) (Ketua Jabatan)

Untuk Kegunaan Jabatan Sumber Manusia

\_\_\_\_\_  
 (Stor) (Jabatan Sumber Manusia)

Nota :

Figure 3.7: Uniform Form

After the employee receives, they must sign as proof that they have taken the shoes or uniform. Then, I have to key in their information in Monthly Uniform Stock Management as a reference later.

GUOCERA SDN BHD  
 Monthly Uniform Stock Movement

GHR 007-A  
 (Rev. 04)

Date : 27.04.2023

No	Name	Employee No	S		M		L		XL		2XL		3XL		4XL		5XL		6XL		7XL		8XL		9XL	
			ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT	ST	LT
1	HAJA MOCHIEEN ABDULL ZABA	G880023					2	1																		
Total							2	1																		

Page 1



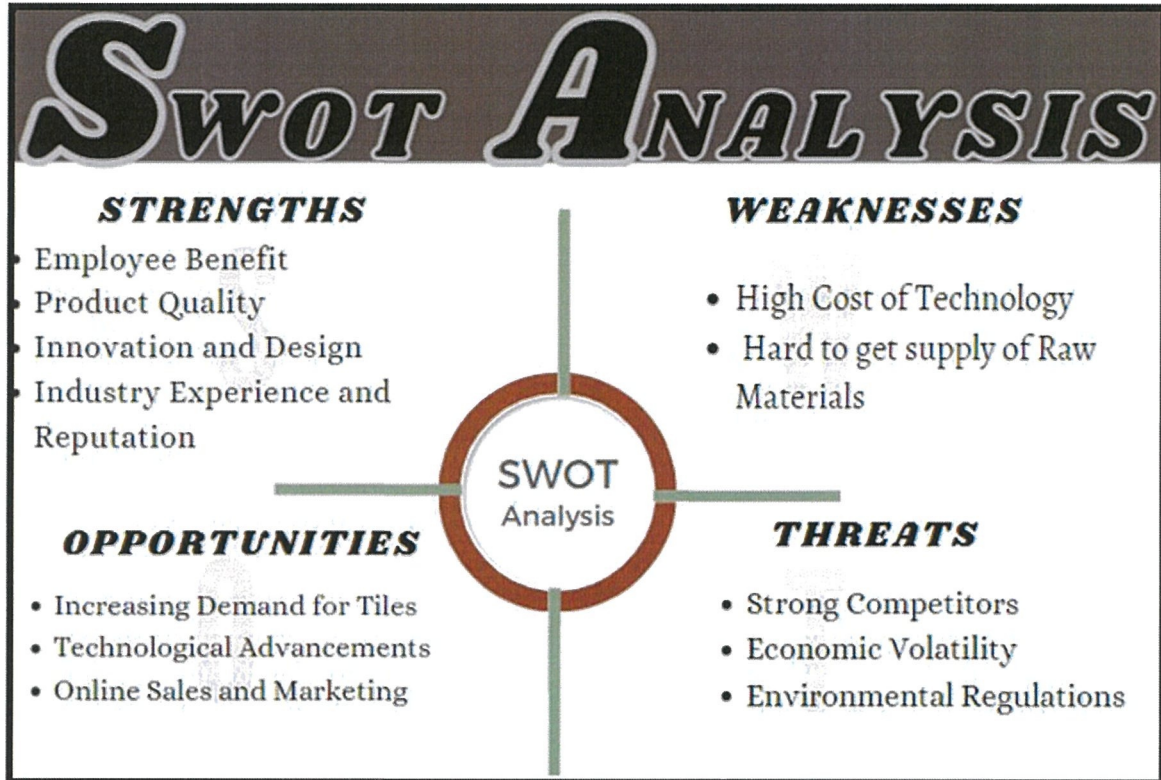
GOCERA SDN BHD  
MONTHLY SAFETY SHOES STOCK MOVEMENT

Month: Jun-23 BULAN 1:   
BULAN 7:   
LAN:

NO	Date	No. Pekerja	NAMA	SAIZ SAFETY SHOES													
				3	4	400	5	500	6	600	7	700	8	800	9	10	11
1	07/06/2023	GSB0993	RASALI AYUSH						1								
2	07/06/2023	GSB0107	RAJMIN BEN TUSLAU & TUGIYO										1				
3	07/06/2023	GSB0206	MOHD KHAIRI BIN JASLANI				1										
4	07/06/2023	GSB0123	RAMA KRISHNAH A/E SATHIAH										1				
5	07/06/2023	GSB0038	BURHANUDIN HELMI BIN MOZA										1				
6	07/06/2023	GSB0388	KHATRI RAM ANANDAR										1				
7			EN/A														
8			EN/A														
9			EN/A														
10			EN/A														
11			EN/A														
12			EN/A														
13			EN/A														
14			EN/A														
15			EN/A														
16			EN/A														
17			EN/A														
18			EN/A														
19			EN/A														
20			EN/A														

Figure 3.7: Example of Key in Employee Data in Monthly Uniform Stock Management

## 4.0 SWOT



## 5.0 Discussion and Recommendation

### 5.1 Strength

#### 5.1.1 Benefit for Employee

Guocera has advantages of its own, much like other companies. It is a guarantee that many employees will attempt to work for the organization if many benefits are offered. Guocera additionally provides its staff with a wide range of benefits. The benefits are like:

- Competitive Salary. Guocera typically offers competitive salaries that are commensurate with industry standards and the employee's skills, experience, and qualifications.
- Health Insurance: Many companies, including Guocera, provide health insurance coverage for their employees. This may include medical, dental, and vision insurance plans, which help employees manage their healthcare costs and access necessary medical services.

LEVEL	ENTITLEMENT (RM)	
	Inpatient	Outpatient
Manager	20,000	18,000
Executive	18,000	15,000
Non- Executive	12,000	
Union / General Worker	NIL	5,000
Foreign Worker	NIL	500

Apart from that, medical benefits for dependents are also provided. However, for certain levels only and the amount is different according to level.

- Paid Time Off: Guocera typically provides paid time off to its employees, including vacation days, holidays, and sick leave. This allows employees to take

time off work for personal or health-related reasons while still receiving compensation.

- Training and Development: Guocera may invest in employee training and development programs to enhance skills and knowledge. This can include workshops, seminars, online courses, and other learning opportunities to help employees grow professionally and advance in their careers.
- Recognition and Rewards: Guocera may have recognition programs in place to acknowledge and reward employee performance and achievements. This can include bonuses, incentives, or other forms of recognition for exceptional work.
- Work-Life Balance: Guocera may promote work-life balance by offering flexible work arrangements, such as remote work options or flexible scheduling, allowing employees to better manage their personal and professional commitments.

My recommendation is exclusively for foreign workers' medical benefits. This is due to the insufficient medical entitlement, which is only RM 500 per year. As we all know, Guocera is a manufacturing factory with a high risk of damage. Nowadays, the cost of medical is high and it will burden foreign workers to pay for the bill if their had exceeded the limit of medical. Employment equality is essential and highly required in the workplace to ensure that employees are treated fairly by their employers. Therefore, promoting equality among employees is a continuous process that managers and employers utilize to spot and eliminate any barriers and injustices, such as organizational rules and procedures for recruitment and termination. (Grobler, 2005).

### 5.1.2 Product Quality

Guocera is known for its commitment to producing high-quality tiles. They use advanced manufacturing techniques and quality control processes to ensure their products meet rigorous standards. This focus on quality results in durable, long-lasting tiles that can withstand heavy foot traffic and maintain their appearance over time. Guocera emphasizes stringent manufacturing processes to ensure the production of high-quality tiles and sanitary ware. They employ advanced technology and modern machinery in their manufacturing facilities, which helps to maintain consistency, precision, and

superior craftsmanship in their products. Furthermore, Guocera has implemented rigorous quality control measures throughout their production cycle. They have dedicated quality control teams that conduct inspections and tests at different stages of manufacturing to ensure that the products meet the highest standards. This includes checking for dimensional accuracy, surface finish, color consistency, strength, and durability. Guocera sources high-quality raw materials from trusted suppliers. They carefully select materials that are known for their durability, strength, and aesthetic appeal. By using premium materials, Guocera ensures that their products have excellent performance and longevity. To maintain the quality standards, Guocera invests in research and development to continuously improve their products. They stay up-to-date with the latest design trends, technological advancements, and customer preferences. This commitment to innovation allows them to develop products that meet market demands. Guocera adheres to industry standards and certifications to guarantee product quality. They comply with international quality management systems such as ISO 9001, ISO 14001, and ISO 45001. Additionally, their products meet relevant local and international standards, including those for safety, environmental impact, and performance. Guocera stands behind the quality of their products by offering warranties that cover manufacturing defects. This demonstrates their confidence in the durability and performance of their products. They also have a responsive customer support team that assists customers with inquiries, installation guidance, and after-sales service.

The company should identify which stage of quality are failed and they need to create action plan to implement the highly prioritize initiative. Aside from that, the Head of Department needs to be stricter in giving instructions so that employee are more compliant in receiving orders. This is because many of the problems that arise come from careless workers. They do work with carelessly and look down on the work done. With all employees responsible for doing their own work, this can save company costs by not having to send a Quality Assurance (QA) team to Singapore to attend customer complaints.

Other than that, the Head of each Departments needs to be more severe when delivering orders to ensure that staff members follow them. Proponents think that strict supervision and direction increases discipline by adhering to set schedules and adhering

to corporate ethics, which in turn develops high and quality production in the long term (Cannon, 2019). This is due to the fact that many issues are caused by irresponsible employees. They don't take their work seriously and minimize the effort performed. When each employee is in charge of managing their own work, the company may be able to save money by not having to send a Quality Assurance (QA) team to Singapore to manage customer complaints.

### 5.1.3 Innovative Design

Guocera continuously explores new design trends and innovations in tile manufacturing. They offer a wide array of contemporary and classic designs, allowing customers to find the perfect tiles to enhance the aesthetics of their spaces. There are some examples of innovative design trends and concepts that Guocera has been known for in the past. Firstly, 3D Tiles. Guocera has introduced three-dimensional tiles that add depth and texture to surfaces. These tiles often feature intricate patterns or geometric designs, creating a visually striking effect on walls or floors. Secondly, Wood-Look Tiles. Guocera has developed ceramic tiles that mimic the appearance of natural wood. These tiles offer the aesthetic appeal of wood flooring while providing the durability and ease of maintenance associated with ceramic materials. Next, Large Format Tiles. Guocera has produced large format tiles that can be used to create a seamless and spacious look in interior spaces. These tiles are available in a variety of colors and patterns, enabling designers and homeowners to achieve a modern and sleek aesthetic. Furthermore, Guocera also provides Digital Printing Technology. Guocera has utilized advanced digital printing techniques to create highly detailed and realistic tile designs. This technology allows for precise replication of various materials, such as marble, concrete, or fabric, on ceramic tiles. And the latest one is Eco-Friendly Tiles. Guocera has shown a commitment to sustainability by developing eco-friendly tiles. These tiles are often made from recycled materials or feature production processes that minimize environmental impact.

To further enhance customer to approach our products, Guocera can make collaborate with renowned designers or design firms to bring fresh perspectives and unique design ideas to their product lines. According to Zolin et al (2019), the EBD practice has also been identified as a contemporary strategy that supports design

collaboration. These collaborations can help introduce innovative design elements and create products that resonate with different target markets. Furthermore, Guocera can establish a platform, such as a design blog or social media presence, to share design inspirations, case studies, and installation ideas with their customers. This can serve as a resource for design professionals and homeowners, highlighting the versatility and creative possibilities of Guocera's tile offerings.

#### 5.1.4 Industry Experience and Reputation

Guocera is a well-established ceramic tile manufacturer with a strong industry experience and reputation. The company has been operating for over 35 years since its establishment in 1989 and has built a solid presence in the tile manufacturing industry. Throughout its history, Guocera has made some factors that contribute to their industry experience and reputation. First is manufacturing expertise. Guocera has extensive expertise in ceramic tile manufacturing. Over the years, the company has refined its production processes, ensuring the consistent quality of its products. They have invested in state-of-the-art technology and equipment to maintain high manufacturing standards. Not to mention, Guocera offers a wide range of tile collections, catering to various design preferences and applications. Their product offerings include floor tiles, wall tiles, mosaics, and other related products. The diverse range allows customers to find suitable options for residential, commercial, and industrial projects. Aside from that, Guocera is known for its focus on design innovation. The company keeps up with the latest trends and incorporates them into its tile collections. By employing advanced printing technologies and exploring new materials, Guocera consistently introduces fresh and appealing designs to the market. Along with that, Guocera holds various industry certifications, such as ISO 9001 (Quality Management System), ISO 14001 (Environmental Management System), and MS ISO/IEC 17025 (Laboratory Management System). These certifications demonstrate the company's commitment to maintaining high standards in quality, environmental sustainability, and product testing. With all this factor, Guocera's industry experience and positive reputation have made it a trusted brand in the ceramic tile industry.

Guocera already has a significant industry experience and reputation as a ceramic tile manufacturer. However, here are some recommendations to further enhance their industry experience and reputation. Guocera can form strategic partnerships and collaborations with other industry stakeholders. Successful reciprocal interaction is the outcome of cooperation among the stakeholders involved in a project (Kaulio, 2018). This can include architects, designers, contractors, and suppliers. Collaborating with industry professionals and participating in industry events can enhance their network and reputation within the industry.

## 6.1 Weakness

### 6.1.1 High Cost of Technology

Everyone know when it comes to high technology, it will involve with higher cost. Adopting and integrating high technology solutions can be expensive, requiring substantial upfront investments in hardware, software, and infrastructure. Guocera may face financial constraints or difficulty in allocating resources for technological advancements, limiting their ability to fully leverage the potential benefits. Besides, employee's Guocera may have skill and knowledge gap. Utilizing advanced technology often requires specialized skills and knowledge. If Guocera's workforce lacks the necessary training or expertise to effectively operate and maintain the technology, it can hinder the successful implementation and utilization of high-tech solutions. Moreover, the rapid pace of technological advancements can render previously adopted high-tech solutions obsolete or outdated. Guocera may face the challenge of keeping up with emerging technologies and ensuring that their chosen technologies remain relevant and aligned with industry standards. Additionally, the use of high technology often involves collecting and processing large amounts of data. Weaknesses in data management practices, including data storage, privacy protection, and compliance with relevant regulations, can pose risks to Guocera's reputation and expose the company to legal and regulatory issues.

To address weakness associated with the use of higher technology at Guocera, Guocera might invest in employee training and development. The training and



development function is mainly responsible for employee performance (Asim, 2013). They must provide comprehensive training programs to equip employees with the skills and knowledge needed to effectively utilize and manage high-tech solutions. This includes training on new software, equipment, and data analysis techniques to maximize the benefits of technology adoption. Added to that, Guocera must encourage employees to embrace technological advancements and cultivate a culture of innovation. Establish channels for employees to share ideas and suggestions for leveraging technology in their respective roles. Foster an environment that supports experimentation and learning from failures. Otherwise, Guocera must stay updated on industry trends and advancements to identify potential opportunities or threats associated with new technologies. Regularly attend industry conferences, engage in knowledge-sharing forums, and monitor competitor activities to gain insights into emerging technologies and their potential applications.

#### 6.1.2 Hard to get Supply of Raw Material

The prices of raw materials can be subject to fluctuations due to various factors such as market demand, supply chain disruptions, geopolitical issues, and natural disasters. Guocera may face challenges in managing and predicting the costs of raw materials, which can impact profit margins and overall financial stability. Apart from that, inconsistent or poor-quality raw materials can lead to issues with the final product's quality. Guocera may face difficulties in maintaining consistent quality standards if there are limitations or inconsistencies in the raw materials supplied. This can result in customer dissatisfaction, product recalls, or increased warranty claims. Not to mention, if competitors have more diversified or resilient supply chains, they may be better positioned to manage raw material dependencies. Guocera's dependence on specific raw materials can restrict its ability to respond quickly to market changes, adopt new technologies, or adjust pricing strategies, potentially putting the company at a competitive disadvantage.

To mitigate these weakness, Guocera can implementing some strategies such as diversify supplier base. Guocera might identify and engage multiple suppliers for critical raw materials to reduce dependency on a single source and mitigate the risk of supply

disruptions. Besides that, Guocera can establish long-term contracts or partnerships with suppliers to secure consistent supply, pricing stability, and priority access to raw materials. Additionally, Guocera should invest in research and development initiatives to explore alternative materials or manufacturing processes that reduce dependency on specific raw materials or offer more sustainable options.

## 7.1 Opportunity

### 7.1.1 Increasing Demand for Tiles

The growing demand for tiles directly translates into increased sales potential for Guocera. As more residential, commercial, and infrastructure projects require tiles, Guocera experience higher sales volumes, leading to revenue growth and improved financial performance. As the market expansion increased demand for tiles opens up opportunities for Guocera to expand its market presence. The company can target new geographical regions or enter emerging markets where there is a surge in construction activities and infrastructure development. By expanding its market reach, Guocera can tap into new customer segments and diversify its customer base. The rising demand for tiles allows Guocera to diversify its product portfolio. By offering a wide range of tile designs, sizes, colors, patterns, and textures, Guocera can cater to the diverse preferences of customers and meet the evolving design trends in the market. This diversification helps the company capture a larger market share and increase customer loyalty.

To more leverage the increasing demand for tiles, Guocera could collaborate closely with architects, interior designers, and contractors to understand their specific needs and preferences. Provide them with resources, such as design catalogs, samples, and technical support, to encourage the specification of Guocera tiles in their projects. Build strong relationships to increase brand visibility and gain project referrals. Along with that, Guocera must focus on emphasize the quality and durability of their tiles to differentiate the brand from competitors. Invest in research and development to enhance the strength, longevity, and performance characteristics of the tiles. Communicate the quality standards and certifications to build trust and confidence among customers.

### 7.1.2 Technological Advancements

Guocera have adopted advanced digital printing technology to enhance their tile production processes. Digital printing enables high-resolution designs, patterns, and textures to be directly printed onto ceramic tiles, offering a wider range of customization options for customers. Guocera also have invested in state-of-the-art manufacturing equipment and machinery to improve production efficiency, precision, and quality. Automation and robotics could have been implemented to streamline tile manufacturing processes and reduce human errors. The machines that being use also implemented eco-friendly practices in their manufacturing processes to minimize environmental impact. This might include the use of renewable energy sources, recycling and reusing water, reducing waste, and employing environmentally friendly materials. This company have implemented eco-friendly practices in their manufacturing processes to minimize environmental impact. This might include the use of renewable energy sources, recycling and reusing water, reducing waste, and employing environmentally friendly materials.

Guocera could consider to make technological advancements with using Augmented Reality (AR) Visualization. This AR application or tool allows customers to visualize how different tile options would look in their homes or spaces. This would enhance the customer experience and help them make more informed decisions. Besides, Guocera can adopt 3D printing technology for tile production. This would allow for greater design flexibility, customization, and rapid prototyping. It could also enable the creation of intricate patterns and textures that are difficult to achieve through traditional manufacturing methods.

### 7.1.3 Online Sales and Marketing

When it comes to online sales and marketing, Guocera may have established and e-commerce platform customers can browse and purchase their products online. This platform would likely include a user-friendly interface, detailed product information, high-quality images, and a secure payment system to facilitate smooth online transactions. Furthermore, Guocera provides a comprehensive online catalog showcasing their tile collections, including detailed product descriptions, specifications, available sizes, colors, and finishes. They may also include installation guides, care instructions,

and other relevant information to assist customers in making informed purchasing decisions. Guocera also emphasize about customer service. They provide online customer support channels such as live chat, email, or phone support to address customer inquiries, provide guidance, and ensure a positive customer experience throughout the online purchasing process.

To effectively expose Guocera's online sales and marketing, Guocera can make develop a content marketing strategy to provide valuable information to potential customers. Content marketing also acts as a tactic to build and sustain relationships via publishing valuable contents to target audience (Sullivan, 2021). As an example, create engaging blog posts, articles, and videos related to home decor, renovation tips, and tile design inspiration. Share this content on the website and promote it through social media channels to attract and educate customers.

## 8.1 Threats

### 8.1.1 Strong Competitor

Guocera operates in a competitive industry, and there are several strong competitors that the company may face. First off, is Mohawk Industries. Mohawk Industries is a global flooring manufacturer and one of the largest ceramic tile producers in the world. With a wide range of product offerings and a strong distribution network, Mohawk Industries poses significant competition to Guocera. Next, RAK Ceramics is a leading ceramics manufacturer based in the United Arab Emirates. They are known for their diverse product portfolio, innovative designs, and strong presence in international markets. RAK Ceramics could be a strong competitor to Guocera, particularly in the global market. Aside from that, Johnson Tiles one of the well-established ceramic tile manufacturer with a strong presence in both residential and commercial markets. They offer a wide range of tile options, including porcelain, ceramic, and glass tiles, catering to various customer preferences and needs.

To compete effectively with their competitors, Guocera can consider implementing of product differentiation. According to Murphy (2022), a product is differentiated if buyers believe it to have features that distinguish it from competing products or services, and preferably distinctive in some way that is difficult to imitate.

Guocera should focus on developing unique and innovative products that stand out in the market. This can include introducing new designs, patterns, textures, and finishes that cater to customer preferences and emerging trends. By offering distinct products, Guocera can differentiate themselves from competitors and attract a broader customer base. Apart from that, Guocera should maintain a strong emphasis on product quality and reliability. By consistently delivering high-quality tiles that meet or exceed industry standards, Guocera can build a reputation for reliability and gain the trust of customers. This can be achieved through rigorous quality control measures throughout the manufacturing process. Strong distribution network is one of the most important things. Guocera should establish a robust and efficient distribution network to ensure their products reach customers effectively. This can involve collaborating with local distributors, retailers, and contractors who have a strong presence in target markets. By expanding their distribution network, Guocera can increase their market reach and accessibility.

### 8.1.2 Economic Volatility

Economic volatility can arise from fluctuations in market demand for Guocera's products. Factors such as changes in consumer preferences, shifts in housing and construction trends, and economic conditions can impact the demand for ceramic and porcelain tiles. During periods of economic downturn or uncertainty, demand for construction materials may decline, leading to reduced sales and revenue for Guocera. Besides, the cost of raw materials, such as clay, feldspar, and other minerals used in tile production, can be subject to volatility. Fluctuations in global commodity prices, currency exchange rates, or disruptions in the supply chain can affect the cost of inputs for Guocera. Sudden price increases in raw materials can put pressure on the company's profitability and financial performance. Economic volatility can arise from changes in government policies and regulations that affect the manufacturing and construction sectors. Alterations in trade policies, taxation, environmental regulations, and labor laws can impact Guocera's operations, costs, and profitability. Uncertainty surrounding government policies can create an unstable business environment, leading to economic

volatility. By staying ahead of market shifts, the company can proactively adjust its product offerings, marketing strategies, and production capacity to meet changing customer needs. Other than that, building strong relationships with customers is essential for weathering economic volatility. Guocera should focus on providing excellent customer service, offering competitive pricing, and maintaining consistent product quality. By fostering loyal customers and repeat business, the company can better withstand market fluctuations.

### 8.1.3 Environmental Regulation

Guocera, as a manufacturing company, is subject to environmental regulations that govern its operations and ensure compliance with environmental standards. These regulations aim to protect the environment, minimize pollution, and promote sustainable practices. Guocera has comply with Environmental Impact Assessments (EIAs) before initiating new projects or expanding existing facilities. EIAs evaluate the potential environmental impacts of proposed activities, including the extraction of raw materials, manufacturing processes, waste generation, and emissions. The assessments help identify potential risks and propose mitigation measures to minimize adverse environmental effects. Besides, Guocera also follow in hazardous materials handling. These related to the handling, storage, and disposal of hazardous materials used in its manufacturing processes. These materials may include chemicals, solvents, or glazes that can pose risks to human health and the environment if not managed properly. Guocera needs to have appropriate storage facilities, safety protocols, and waste management procedures in place to prevent pollution and ensure the safe handling of hazardous materials. This Environmental Regulation had cost a large amount and has a big impact to Guocera to provide with the amount.

Guocera can prioritize sustainable material sourcing by selecting suppliers that adhere to responsible environmental practices. Chosen firms whose goal is to use green technology to prevent environmental degradation, boost socioeconomic development, and improve the effect of their goods (Keshavarz .2020). This can include sourcing raw materials from certified sustainable sources and promoting the use of recycled or eco-friendly materials in its manufacturing processes. Moreover, Guocera should provide

regular training and awareness programs to employees on environmental regulations, best practices, and the importance of environmental stewardship. This can help create a culture of environmental responsibility and ensure that employees are equipped with the knowledge and skills to comply with regulations and contribute to environmental sustainability.

## 6.0 Conclusion

Guocera Sdn. Bhd. provided me with one of the best internship experiences of my life. The majority of my work during the internship as related to my course and subject that I had learned from semester 1 to semester 5 at UiTM Bandaraya Melaka. My internship with this company taught me a lot of things, especially on how to deal with people, work culture, communication skills and to manage time and work wisely. Aside from that, being a internship student here has given me so much opportunity to learn new things and get knowledges as much as I can.

Next, In order to address the weaknesses and mitigate the threats identified in the SWOT analysis, Guocera can develop and implement appropriate strategies. Weaknesses, being internal issues, can be addressed through management improvements, employee training, and operational enhancements. The company can focus on optimizing its manufacturing processes, streamlining its supply chain, and investing in research and development to stay competitive in the market. To mitigate external threats, Guocera can adopt a proactive approach. For instance, closely monitoring economic indicators, market trends, and regulatory changes can help the company anticipate and adapt to potential challenges. Exploring new markets and diversifying its product offerings can reduce the dependency on a single industry or region. Additionally, the company can invest in sustainable practices, energy efficiency, and waste management to align with environmental regulations and consumer preferences. Furthermore, Guocera can foster strategic partnerships and collaborations with architects, designers, and distributors to expand its market reach and gain valuable industry insights. Engaging in continuous market research and analysis will help the company identify emerging opportunities and adjust its strategies accordingly. By focusing on innovation, quality, and customer satisfaction, Guocera can strengthen its competitive position and establish itself as a leader in the ceramic and porcelain tile industry.

In conclusion, it's important for Guocera to regularly evaluate and review its strategies to ensure their effectiveness and adaptability to changing market conditions. By actively addressing weaknesses and mitigating threats, the company can position itself for long-term success and sustainable growth.

In the future, I aspire to become a visionary human resource worker who is constantly concerned about the wellbeing of workers and fair to all workers.



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8.0 Appendices



