

FINAL REPORT OF INDUSTRIAL TRAINING AT
IMAGESCAN CREATIVE SDN BHD
PARAMOUNT

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INDUSTRIAL TRAINING REPORT PREPARED FOR
MANAGEMENT AND MARKETING DEPARTMENT
FACULTY OF MANAGEMENT AND ECONOMICS
UNIVERSITY COLLEGE SCIENCE AND TECHNOLOGY MALAYSIA
(KUSTEM)

2005

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University College Science and Technology
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(KUSTEM)**

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APPROVAL SHEET

I, **Lilian Tong** hereby declare that the Report of Industrial Training for the course **PGN 4799** is based on my original work. The content of this report are my personal views based on the theory and experience gained during my Industrial Training.

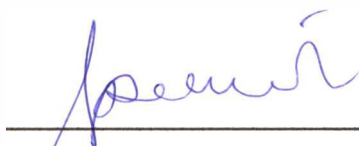
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EXECUTIVE SUMMARY

Imagescan Creative Sdn. Bhd. was established on 18th July 1992. Its core business is color separation, therefore Imagescan also provide other types of business such as printing, and designing. There are 100 employees in the company and more than 50 computers, and 28 machines operating in the entire department 24 hours everyday. The land compounds are 12,000 square feet facility. Imagescan Creative was certificated ISO 9002-2002, 2003 and Imagescan also was the winner of the Epson Award for best in Digital Color Proofing at the Asian Print Awards 2004. Imagescan had success to attract four important agencies, which are McCann Erickson, Grey Worldwide, Ogilvy & Mather, and Saatchi & Saatchi. Imagescan also has other customers, who are long time business with them. Imagescan intends their aim to attract more new customer in the coming season to wide their target. Imagescan Creative has achieved their success up until today due to the result of the quality of their services that can meet the customers' needs and wants besides that they also focus on the skills of their services and they provide the on time delivery the component part of their customers. Even though, there are nine departments, but they still want to make improvement to their company. At these three-month of training at Imagescan Creative, there are several systems that the trainee has observed. There are three systems that include Output and Proof Processing System, System of Persuading Customers, and System of Payment Collecting. In these three systems department, the trainee found that each of the system still having some problems because of lack of management skills in Imagescan Creative. There are several problems occur in those systems. In System of Processing Output and Proof, there is failure of understanding, the storage of workers, and lack of knowledge and skills. The System of Persuading Customers problems are not good attitude and lack of strategies. The problems of the System of Payment Collecting are different of costing. These problems are happening in many companies. These occur of the problems may cause the organization unable to going further and smoothly. In this report, it will mentions about the solution for the problems and the implication for the solutions. Hopefully the analysis of the problems and the suggestion of the problems may improve the management skill of Imagescan Creative. The trainee will also mention all of the types of all the suggestion that could help to solve the problems, and improve the management skills.