

**E-PARTICIPATION READINESS AMONG HEAD OF DEPARTMENT IN SONY  
SUPPLY CHAIN SOLUTIONS MALAYSIA**



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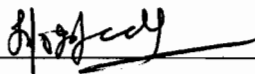
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**E-Participation Readiness Among Head Of Departments In Sony  
Supply Chain Solutions Malaysia**

**A Thesis submitted to the Graduate School in partial  
fulfilment of the requirements for the degree  
Master of Science (Information And Communication Technology)  
Universiti Utara Malaysia**

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## **ABSTRAK**

Kaitan dan penghantaran barang(SCM) adalah satu proses perancangan,kawalan dan pelaksanaan semua proses yang berkaitan dengannya. Proses SCM berkait rapat dengan process perjalanan barang barang mentah dari gudang ke destinasi pengguna. Sony Supply Chian Solutions diwujudkan untuk menyediakan perkhidmatan logistik kepada Sony EMCS Malaysia dalam sektor pemindahan barang barang mentah,penyediaan kontena untuk penghantaran barang barang siap and membawa speaker dari Sony Kedah Plant untuk dicantumkan dengan bahagian utamanya di Sony EMCS. SSCSM mempunyai beberapa cawangannys di Kedah dan Zon Perindustrian 3 dan 4. Mesyuarat sering diadakan dari masa ke semasa.bagi menyelesaikan masalah dan mencari cara operasi yang lebih berkesan. Ketua ketua jabatan ini selalunya tidak dapat menghadiri semua mesyuarat ini kerana lewat atau sibuk dengan urusan lain..Penyelidikan ini untuk mengetahui sama ada ketua ketua jabatan SSCSM in in bersedia untuk menggunakan teknologi ICT bagi mengantikan cara biasa dengan mesyuarat bersemuka.

## ABSTRACT

Supply Chain Management (SCM) is the process of planning, implementing and controlling the operations of the supply chain efficiently. Supply Chain Management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption. Sony Supply Chain Solutions was established to provide Supply Chain Services to Sony EMCS who produces various audio products to be shipped to customer destination. Sony Supply Chain is responsible for raw parts delivery, empty container delivery and speaker pairing from Sony Kedah Plant . Sony Supply Chain involves in operations such as container delivery, raw material supply and speaker delivery to Sony EMCS thus there will be meetings held to discuss issues and to solve problems. Since Sony Supply Chain HOD is based in external branches which are situated in different Prai Industrial Zone they will need to travel to Sony EMCS to attend meetings to discuss on operation matters. Thus there is an issue on punctuality and timing of attending meetings. There is a need to find a solution for this. We are proposing to implement e-participation to replace current meeting method This research is to asses the readiness of Sony Supply Chain Solutions HOD's to adopt E-Participation through netmeeting to replace current meeting method .

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Overview**

This chapter begins with the definition of Supply Chain Management and the description of the processes involved in Supply Chain Management. In day to day operations various issues arise. All issues need to be rectified as soon as possible to avoid operation flow. Meetings are held daily or weekly and sometimes Head of Departments from branch office fail to turn up on time or arrive late. This research is conducted to find solution to this problem.

#### **1.2 Supply Chain Management**

Supply Chain Management (SCM) is the process of planning, implementing and controlling the operations of the supply chain as efficiently as possible. Supply Chain Management spans all movement and storage of raw materials, work-in-process inventory, and finished goods from point-of-origin to point-of-consumption [1]. Supply chain management is a cross-functional approach to manage the movement of raw materials into an organization, certain aspects of the internal processing of materials into finished goods,

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