

CORPORATE STRATEGY



<http://boom12.ca/strategy-2/>

Vision

Basics Focus Consultancy LLP's vision is to ensure a bright and sustainable future for the electronics industry in Malaysia by moving the industry from low cost manufacturing; a catalyst for the country in the past; to competitive research and development (R&D) centre in the region.

Mission

While high-end technology is part of the equation in moving the electronics manufacturing industry to become an R&D centre, Basics Focus Consultancy LLP's mission is to focus on providing the other part of the equation; knowledge; such that our engineers are ready to meet the challenge of becoming world class R&D engineers.

Objectives

Basics Focus Consultancy LLP's objectives are focused on:

- 1. Providing much needed fundamental knowledge to close gaps frequently observe in the electronics industry – there is a gap, there is a need**
- 2. Enhancing understanding of these fundamentals such that engineers are able to face technical challenges and deliver right solutions**
- 3. Moving the electronics manufacturing industry towards R&D with readily available high-end technology together with confident, knowledgeable, effective, and efficient engineers**

Core Values

Basics Focus Consultancy LLP emphasizes on the following core values:

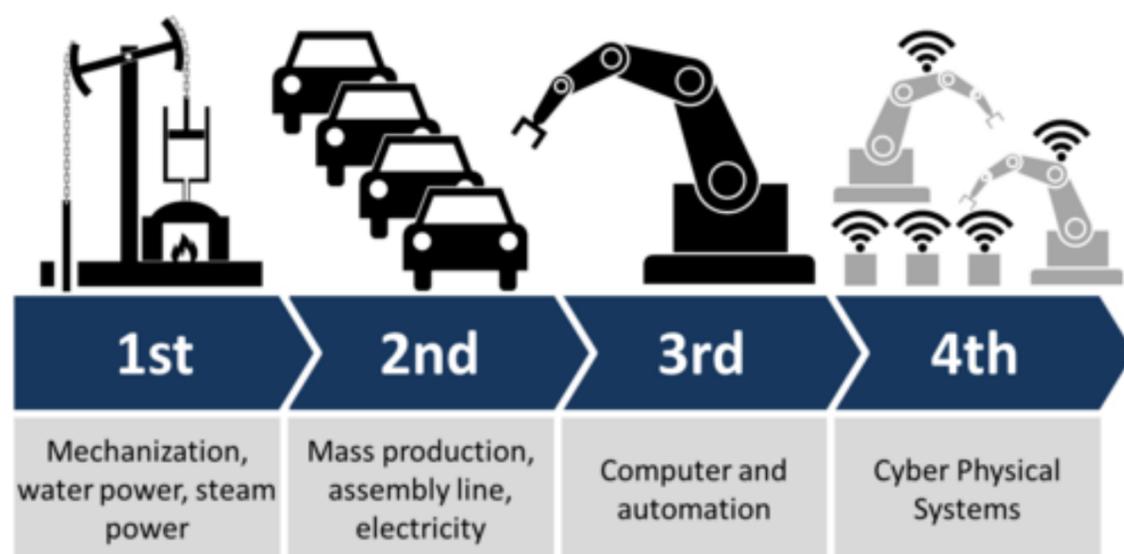
1. Providing simple, basic, fundamental knowledge
2. Matching fundamental knowledge with gaps in the industry
3. Enhancing the understanding of fundamentals to meet technical challenges
4. Ensuring the country's electronics industry's future

Corporate Strategy

Basics Focus Consultancy LLP's strategy is simple and it is divided into short and long terms.

Short term:

Fundamentals apply to manufacturing if we embrace the current trend of Industry 4.0. Imagine if we are unable to effectively resolve issues seen prior to Industry 4.0, it will be difficult to move towards Industry 4.0



https://en.wikipedia.org/wiki/Industry_4.0

Long Term:

We are here to push the electronics industry ever closer to the next level by first identifying and closing gaps in the industry with fundamental knowledge because it will be a challenging journey to move forward from manufacturing to R&D if we do not address these gaps.

Quality Policy

Basics Focus Consultancy LLP's quality policy is as follow:

- 1. Ensures quality of training packages developed as well as quality of our trainers meeting its core values, objectives, and mission to achieve its vision for the industry**
- 2. Ensures trainings conducted deliver maximum impact to participants that will be reflected in the performance of their job that meets the needs and requirements of the industry**

All these are achieved with internal reviews, interviews, internal audits, surveys, revision, and training.

Formulation of Corporate Strategy

Basics Focus Consultancy LLP's corporate strategy is formulated around gaps and challenges in the industry. These gaps and challenges create needs for trainings developed by Basics Focus Consultancy LLP. With these trainings that meet its core values, objectives, and mission, we hope to achieve Basics Focus Consultancy LLP's vision of moving the industry forward to the next level.

TRAINING PROGRAM DEVELOPMENT



Development of Training Programs and Curriculum

The method used in the development of training programs and its curriculum is based on almost two decades of experience in the industry by our trainers. By leveraging experience from the industry, we are able to identify gaps, issues, and challenges from engineers' as well as the industry's point of views. These gaps, issues, and challenges create needs to close these gaps, needs to resolve these issues as well as needs to meet these challenges. Hence, development of training programs and its curriculum is based on these needs that will effectively meet the requirements of the industry. With the trainers and trainees identified, this leaves us with the question of what is required in the following areas:

- 1. Level of training: Intermediate to advance**
- 2. Techniques employed: Lecture, assignments, case study/group discussion, and demonstration**

These trainings will be conducted in classroom environment.

Training Needs

As mentioned previously, gaps, issues, and challenges from engineers' as well as industry's point of views are taken into consideration when identifying training needs. Please refer to additional files.

Trainers' Skills Upgrade

As previously mentioned, Basics Focus Consultancy LLP ensures quality of our trainers base on its core values, objectives, and mission through interviews, audits, survey, as well as trainings, if required, which is part of the continuous improvement effort.

Continuous Improvement of Training Programs

Going forward, Basics Focus Consultancy LLP will continuously monitor and audit the relevance of its training programs as part of the continuous improvement effort base on survey compile from engineers in the industry as well as their employer to not only identify gaps within the industry, but also gaps in our training programs to cater for the needs and requirements of the industry.