

Production

SWOT Analysis

STRENGTHS

- Qualified Method Engineering Team and R&D team
- Critical Material List and Raw Material Approvals are up to date and following consistently
- High vertical integration level for painting, metal stamping, injection, evaporator, condenser, EPS, serigraphy and hot stamping
- Supplier and purchasing organization has detailed list of molds. As major supply item Cable Harness suppliers have excessive capacity
- Manufacturing cost breakdown analysis exist, detailed and up to date

OPPORTUNITIES

- New automation systems can be easily adopted to assembly line and component production facilities
- Due to high integration level, there is a chance for outsourcing projects and headcount reduction activities
- Internal material distribution activities as AGV, milk-run, AS/RS can be triggered

WEAKNESSES

- Supplier management is only responsibility of Purchasing team Engineering team needed to be integrated to supplier management
- Low-capacity utilization rate is in 2023,
- Stationary PU Fixture structure and model dedicated line production organisation

THREADS

- Growth of restrictions on import materials
- Landowner companies must release a permission for construction projects and limited extension area 11.500sqm