

INDIVIDUAL FIELD PROJECT

"APPLYING THEORETICAL KNOW-HOW TO REAL-LIFE BUSINESS AND ENGINEERING SITUATIONS"

The business environment keeps changing at a fast pace with the support of advanced technology. Therefore, all businesses need to follow the speed of changing to keep the competitive advanced. In the process of changing, the elements of business and engineering knowledge and concepts are a must. Certain elements need a case study for further improvement to meet current and future market demand. This is where the significance of Individual Field Project can play a role. This book accumulates the issues or problems of real-life business and engineering situations and the possible recommendations. Besides, this book provides extensive information on a case study basis in various industries or businesses.



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Editors:
LEE KHAI LOON
CHENG JACK KIE



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Penerbit
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PREFACE

This book intended to share the findings obtained from Individual Field Project. It is one of the courses for Bachelor of Business Engineering with Honours, Universiti Malaysia Pahang. All projects are either suggested by the authors or advised by a company. The chapters demonstrated the possibility to apply theoretical concepts and tools in a practical setting. Therefore, the authors required occasional presence in a company to study and investigate the real industrial case. It is to enable the authors to apply theoretical know-how to real-life business and engineering situations. All projects have been reviewed and proofread by the respective academic supervisor, and only the selected paper and the paper that received consensus from the company will be published in this book.

Thank you.

Best wishes,

TS DR LEE KHAI LOON

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