



22.2 Faculty of Computing

Year 2 - Semester 2

BS 201.3 – Business Studies

Group Report Assignment

GPV Private Limited Company

Submission Date: 21.10.2024

Name	Index
G W G Chamathkara	27228
L A A Tharushika	28519
W M M Wijewardhana	28771
R M N Rathnayake	28360
H S Kavindi	27402
C M Mahanama	29128
R G R S Wijewickrama	28129
R A M P Ranaweera	27424
K S T Kavindi	28548
H S M Mendis	29340

Acknowledgment

We would like to take this opportunity to express our heartfelt appreciation to everyone who stood by our side in the course of accomplishing this Business Studies Group Report Assignment. At the outset, we would like to recognize our supervisor, Professor Mr. Dushar Dayararthna, for being there from the very beginning to the end. One of our greatest assets to this work has been motivation and challenging them to think deeply and outside the obvious answer. We also want to give thanks to the professor and NSBM Green University, for the support and help for the research work to get done. Our dear undergraduate teammates, who provided their worthwhile contribution, we thank you very much. Lastly, we would like to acknowledge our family and friends for being supportive and motivating us all the time as this project would not have been achieved without them.

Contents

Introduction of assignment.....	4
Introduction of the GPV Lanka Private Limited Company	4
GPV Business Functions.....	5
SWOT Analysis of GPV Lanka Private Limited Company	7
Strengths of the GPV Lanka Private Limited Company	7
Weaknesses of the GPV Lanka Private Limited Company	7
Opportunities of the GPV Lanka Private Limited Company	7
Threats of the GPV Lanka Private Limited Company	8
Identified issue	8
Reasons for the issue	8
Solution for the issue.....	10
Conclusion	13
References	14

Introduction of assignment

In this group report assignment, we have to select a small or medium enterprise and conduct a SWOT analysis of the selected company. Then we have to identify an issue within the company and provide a solution based on the knowledge we have gained supporting a management theory. We are advised to contact a resource person and interview the person to obtain relevant information. However, our group could not find a small or medium business. Therefore we took a large company, did the SWOT, and found an issue with the solutions.

Introduction of the GPV Lanka Private Limited Company

GPV Lanka Private Limited is a Sri Lankan company in Negombo. It is a BOI (Board of Investment) registered company and an Exporting company. This industry is a contributor whose work includes semiconductor and electronics component manufacturing. GPV Lanka is a member of the GPV group which is a global player in Electronics Manufacturing Services. The company is committed to providing a safe work environment and sustainable business practices throughout the world. Based worldwide through enterprises across different countries, the GPV Group offers state-of-the-art manufacturing services and maintains a firm customer orientation. The company is involved with a wide range of services like box-build and system integration, test design and development, mechanics cable harness assembly, new product introduction, electronics manufacturing services, after-sales services, fast electronics prototyping, and product and application design. GPV Company has boasted over 60 years of experience in this field. Also, the GPV Lanka Private Limited company plays a major role in the electronic manufacturing landscape with its parent company.

(GPV LANKA PVT LTD, n.d.)

(GPV GROUP Home Page, n.d.)

GPV Business Functions

- **Product and application design**

When it comes to the combination of the services of electronics manufacturing services (electronic, mechanics and cable assemblies), it provides the company to its clients to help them achieve more with the aid of superior skills in handling design and product engineering services for software and hardware.

(GPV Design and Product Engineering, n.d.)

- **New product introduction (NPI)**

The new product introduction encompasses all functional phases from the early development stage of developing from raw concepts to a perfectly refined and reproducible product ready to be produced in serial technology. With the aid of their advanced product quality planning method, they guide them through an standardized process of new product introduction, through careful monitoring, evaluating and reviewing each of the process steps to assure quality and customer satisfaction.

(GPV New Product Information, n.d.)

- **After-sales services**

GPV Company specializes in a wide range of services that will help the client product to get improved in the market. They guide the client in determining the product maintenance cycles, solve outmoded technology design problems, reduce risks of breakdown occurrence, tackle component availability problems and save the environment. This allows the client to concentrate on their main business. GPV Company has a great variety of services to support the product client in the market. Some help the client define the product maintenance cycles, some work to solve obsolete technology design problems, some help solve breakdown occurrence risk, some help solve component availability problem, and some help the environment. This allows the client to concentrate on its core business.

(GPV After Sales Services , n.d.)

- **Test design and development**

The 20 years of experience in each harnessing their electronic manufacturing expertise and globally recognized test development procedures that enable efficient test system creation for all manufacturing processes and tailoring each testing strategy in order to match the client-specific requirements. It guarantees quality, cost efficiency, and compatibility with existing and incoming technology measurement technologies for each system and guarantees a fast time to market.

(GPV Test Design Development, n.d.)

- **Electronics Manufacturing Services (EMS)**

GPV Company is a global Electronics Manufacturing Service partner. Their client's products are their responsibility. They want to give the best solution with high quality, reliability, flexibility, and logistical efficiency.

(GPV Electronics Manufacturing Services, n.d.)

SWOT Analysis of GPV Lanka Private Limited Company

Strengths of the GPV Lanka Private Limited Company

- The 2nd Biggest Manufacturing Unit in the Asia sub-continent for the Group.
- The most profitable manufacturing unit for the group is due to low labor costs.
- The Manufacturing unit with the highest number of Labor employees for the group.
- Business unit with a labor force with an average high education levels.
- Business Unit with the most environment-friendly solar energy system driven.
- The business Unit is managed 100% by the One Enterprise Resource Plan Application system.
- The company has a flexible and Multi-skill trained labor force.
- It is a BOI Company, therefore there is a 30-year Tax-free period.

Weaknesses of the GPV Lanka Private Limited Company

- Dependency on the Labor turnover and absenteeism.
- Higher HR administration overhead to manage the large labor force.
- Resistance to Change by Labor Force.
- The majority of the raw materials are not produced and are available in the local market.
- The majority of the raw materials are imported from foreign countries.
- The company depends on the imported raw materials.
- Due to the high volume of raw material imports, there is a high overhead cost.
- The company has budget limitations.

Opportunities of the GPV Lanka Private Limited Company

- Production capacity can be increased within a short time by switching operations to multiple shifts by the same workforce.
- High availability of skilled workforce for quick requirements.
- Global competitive with cheap manufacturing cost and quality production output.
- Expansion opportunities for 100 % Green Solar Energy consumption.

Threats of the GPV Lanka Private Limited Company

- There is a risk of raw material supply chain issues and distractions due to the global crises.
- Geographical Distance and Time Zone delta on Service Delivery and Support.

Identified issue

There were problems in the GPV Lanka Private Limited Company, but we selected one which we can provide a good solution to the issue. The issue we selected from the GPV Lanka Private Limited Company is the “on-time creation delays of the new product documentation”.

Reasons for the issue

1. Overlapping Priorities

The team, that handles documentation, may be working simultaneously on several projects, and this always results in project priorities that can slow the documentation process

2. Poor Communication

There is a communication gap that inhibits smooth integration between the product development and documentation groups, marketing groups, and the similar feedback cycles between the various groups.

3. Frequent Product Changes

Small changes in aspects of the product such as its features or specifications may cause changes in the documentation over and over again hence taking a long time to complete.

4. Resource Constraints

Lack of resources such as technical writers, time, or tools to write the documentation results in limited production of usefully technical content.

5. Lack of Standardization

The lack of a clear procedure for creating, reviewing, and approving documentation also has the disadvantage of having a loose schedule along the process.

6. Incomplete Information Issues

Ineffective communication with the engineering or design teams which may lead to delayed achievements of complete product details to support documentation.

7. Limited Personnel or Expertise is available within the company.

Delays can be caused by a lack of skilled people, like a technical writer or an engineer who processes product information. If you need specialized knowledge and those individuals are busy with other projects then documentation may fall behind schedule.

Solution for the issue

To address on-time creation delays in new product documentation for the GPV Lanka Private Limited Company, consider the following solutions:

1. Although the documentation team is usually involved right from the start of the documentation process, its early involvement is essential.
 - **Solution:** Engage the documentation team right from the design and development phases. Designing documentation with engineers, R&D, and product managers helps them stay on top of it and avoid having drafts ready at the last minute.
 - **Impact:** This minimizes last-moment hold-ups as well as guarantees that the documentation corresponds to the specifications of the product that is to be produced.
2. Introduce the Documentation Workflow System
 - **Solution:** Implement a web-based system to follow the status of documentation assignments. You'd be surprised at how many projects lack identification of responsibilities; tools like Jira, Trello, or Confluence can assist with that.
 - **Impact:** Task progress and problems that slow down the group's work become visible and teams can address these issues.
3. Make Documentation Templates and Processes more standard.
 - **Solution:** Formulate guidelines of documentation and standard template. These should include briefs, specifications, and content documents for various client products.
 - **Impact:** This means less time is spent on the creation of documents from scratch, the documents will be formatted the same way and will be made faster.

4. The integration of cross-functional Teams
 - **Solution:** Schedule engineering and quality assurance, product management, and the documentation sub-teams to sit together in order to harmonize on requirements and time frame.
 - **Impact:** This way all the teams know the dependencies and documentation can be created out of accurate and complete data.
5. Agile Documentation Practices:
 - **Solution:** Adapt the ways of documentation to use the agile approach, for instance, by dividing documentation into portions that can be tackled in small sections and which can be worked over at intervals. Set defined review stops throughout the whole process of developing a product.
 - **Impact:** This strategy assists in preventing large queues at the end of development since the process-owned documentation becomes a part of the product development process itself something which reduces unnecessary last-minute scramble and improves the quality of documentation overall.
6. Allocate Dedicated Resources
 - **Solution:** It should also be possible to create dedicated technical writers or documentation specialists for new product development projects. Do not share these resources among the various projects to carry out because this may lead to a lot of time being wasted.
 - **Impact:** This helps in paying specific attention and creating relevant documents when they are needed.
7. Automate Document Generation
 - **Solution:** Use templates to automatically create certain parts of product documentation, such as technical specifications or other sections that are unlikely to change from product to product.
 - **Impact:** Automation helps to take time when filling in the standard forms, templates, and other documents, leaving more time for preoperational work.

8. Syllable Documentation Deadlines That Are in Line with Project Phases

- **Solution:** Synchronize the document delivery deadlines with the product development process. Of course, it is necessary to indicate when each part of the documentation should be completed based on the project stage.
- **Impact:** This way there is accountability to ensure that documentation is not left behind and there is no delay when the product is almost done.

Conclusion

The last part of the GPV Lanka Private Limited Company's report states that the Company should also improve its documentation process, in particular, product documentation. Overlapping priorities, poor communication, unstable product lines, and resource limitations are major reasons for identified delays in this area. The company can therefore adopt solutions like early involvement of the documentation team, standardizing documentation processes, integration of cross-functional teams, and adoption of agile documentation practices, allowing the company to achieve better overall efficiency as well as reduce delays from occurrence. These changes will result in faster, more accurate documentation and better product development and production outcomes.

References

GPV After Sales Services . (n.d.). Retrieved from GPV GROUP: <https://gpv-group.com/services/gpv-after-sales-services-offering/>

GPV Design and Product Engineering. (n.d.). Retrieved from GPV GROUP: <https://gpv-group.com/services/design-and-product-engineering/>

GPV Electronics Manufacturing Services. (n.d.). Retrieved from GPV GROUP: <https://gpv-group.com/services/electronics-manufacturing-services/>

GPV LANKA PVT LTD. (n.d.). Retrieved from SRI LANKA DEVELOPMENT BOARD : <https://www.srilankabusiness.com/exporters-directory/company-profiles/gpv-lanka-pvt-ltd/>

GPV New Product Information. (n.d.). Retrieved from GPV GROUP: <https://gpv-group.com/services/new-product-introduction/>

GPV Test Design Development. (n.d.). Retrieved from GPV GROUP: <https://gpv-group.com/services/test-design-development/>