

**PRODUCTION PROCESS OF HARADA AUTOMOTIVE
ANTENNA (PHILIPPINES) INC.**

Case Study

SHAIRA MARIE C. CAJEPE

**College of Economics, Management
and Development Studies**

CAVITE STATE UNIVERSITY

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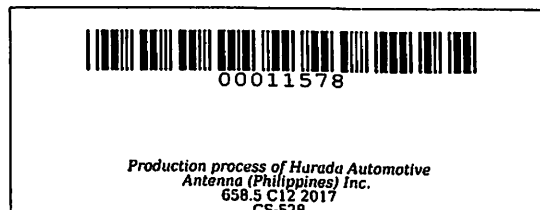
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ANTENNA (PHILIPPINES) INC.**

Case Study
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SHAIRA MARIE C. CAJEPE
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ABSTRACT

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The one-month case study was conducted in Harada Automotive Antenna (Philippines) Inc. located at Block 12 Lot 3 & 4, First Cavite Industrial Estate, Langkaan 1, Dasmariñas, Cavite from 27 February 2017 to 05 April 2017. The study was conducted in order for the author to apply her gained knowledge in operations management into practical and useful experience. The study aimed to describe the profile of Harada Automotive Antenna Inc., identify the products being processed by the company, determine the production process of the company, analyze the company's production process using SWOT and to identify the problems being encountered by the company and recommend feasible solutions. Data and information were gathered through observation and personal interview with employees. Secondary data were also gathered through company documents and files.

The study covered the type of production system being used by the company and the discussion of equipments used by the company in producing the product.

The main operation work undertaken in this company is the production of antennas under the four general production processes: Receiving of Parts, Line Setup, Assembly of Unit and Issuance of Finished Goods. The firm produces a large number of different types of antenna.

The study focused on the discussion of the process of only four (4) of the company's products: Mazda GPS, Roof Antenna, LO Antenna and the PCB Assembly. In producing those products, the firm uses different machines and equipments that were also discussed by the author. In order for the company to monitor the inventory of parts, even the different transactions happening, they use a production system called QAD. Operators also applied management standards in producing the products.

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PRODUCTION PROCESS OF HARADA AUTOMOTIVE ANTENNA (PHILIPPINES) INC.

Shaira Marie C. Cajepé

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INTRODUCTION

Production is the process of transforming raw materials or purchased components into finished products for sale. Production means the creation of goods and services. It is done to satisfy human wants (Heyle, 2000). Production is that part of an organization, which is concerned with the transformation of inputs into the required outputs having the necessary quality level. Production is defined as “the step-by-step conversion of one form of material into another form through chemical or mechanical process to create or enhance the value of the product”. Production is a value addition process. At each stage of processing, there will be value addition (Kumar & Suresh, 2008).

The production system has the following characteristics: production is an organized activity, so every production system has an objective; the system transforms