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CONTEXT OF THE ORGANIZATION

SWOT Analysis

LUFTEA SDN BHD has determined the use of SWOT analysis as a tool to define and understand the organization and its context. This analysis shall be reviewed at least once a year or whenever changes are detected.

STRENGTHS	• Excellent reputation, good track of record and good brand recognition in the market • Customer loyalty and strong customer relationships • Qualified and competent multidisciplinary workforce • Committed and focused management team • Good internal communications, teamwork and efficient operations • Quality Management System • Strict compliance to relevant statutory requirements and standards of code • High credibility extending from connection and recognition in International Society for Pharmaceutical Engineering (ISPE) • Competent trainer to provide internal and external training
WEAKNESSES	• Unable to diversify • Vulnerable to staff turnover • Difficult to recruit experienced and competent staff • Does not own any product • Lack of internationally recognized management system for health, safety and environmental (OHSAS 18001 and ISO 14001) • Limited capital resources and insufficient legal expertise • Limited internal expertise in sustainability, ESG and carbon reduction strategies. • No formal process to measure carbon footprint or environmental performance.
OPPORTUNITIES	• Mergers, joint ventures or strategic alliances • To enter foreign markets. Emerging new international markets offer great potential • Could seek better vendors/suppliers' deals • Potential to diversify business into Manufacturing to control quality and cost • Expand customer base and aim for bigger value projects • Trusting relationships with vendors enabling partnerships in developing new products together • Able to influence and drive changes in standards and practices of the industry through International Society for Pharmaceutical Engineering (ISPE) • Collaboration with local universities to provide training programme and cultivate a pool of skilled workers. • Provide external training for NPRA or clients to gain more reputation in the industry • Growing demand for sustainable pharmaceutical facilities
THREATS	• Increasing foreign and local competitors • Rising operating costs due to increased labour and material costs • Risk of losing experienced, trained staff • Arising of new technology which may supersede the company's expertise and services • Pricing war between competitors • Supply chain disruptions due to climate events

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SWOT Matrix

The result of SWOT Analysis for LUFTEA are summarized onto the SWOT Matrix as below.

	Helpful to achieving company objective	Harmful to achieving company objective
Internal Origin (attributes to the company)	STRENGTHS • Excellent reputation • Strong customer relationship • Competent Multidisciplinary workforce • Committed management team • Effective internal communication, collaboration, and streamlined operations. • Quality Management System • Strict compliance to relevant statutory requirements and standards of code • Recognition in ISPE • Competent trainer to provide internal and external training	WEAKNESSES • Unable to diversify • Vulnerable to staff turnover • Difficult to recruit experienced staff • Does not own any product • Lack EHS accreditation • Vulnerable to price increase in imported material and equipment • Limited capital resources and insufficient legal expertise • Limited internal expertise in sustainability, ESG and carbon reduction strategies. • No formal process to measure carbon footprint or environmental performance.
External Origin (attributes to the environment)	OPPORTUNITIES • Mergers or strategic alliances • Emerging into new foreign market • Seek better deals from vendors • Potential to diversify into Manufacturing • Expansion of customer base for bigger value projects • Partnership with vendor to develop new products • Influence Industry standards and practice through ISPE • Collaboration with local universities to cultivate skilled workers • Provide external training to gain more reputation • Growing demand for sustainable pharmaceutical facilities	THREATS • Increasing competitors • Rising operating cost • Risk of losing key staffs • Arising of new technology which may supersede the company's expertise and services • Local manufacturers not interested to invest in new technology • Supply chain disruptions due to climate events



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List of Interested Parties and their Needs and Expectation

LUFTEA SDN BHD has determined and listed its Interested Parties and their needs and Expectation as below. This list shall be reviewed at least once a year or whenever changes are detected.

INTERESTED PARTY	NEEDS AND EXPECTATION
Customers/Consultants	• Consistent top-quality work and outstanding customer service • Total customer satisfaction • Competitive pricing without compromising quality • Keeping our commitments and meeting customers' needs and requirements • On – time completion/delivery of projects and services • Provide added value services • Reliable, responsive, proactive, flexible, honest corporation • Comply to customer's safety standards
Owners/Shareholders	• Sustainable profitability • Consistent growth annually • Transparency and good business ethics • Good control in cost management
Employees	• Good working environment • Job security and safety • Recognition, incentives and rewards • Continuous training, upgrading of skills and personal development • Career advancement opportunities
Vendors (Suppliers and Subcontractors)	• Mutual benefit • Fair and honest dealings • Long term business relationships • On-time payment
Society	• Environmental protection • Compliance to all statutory, regulatory and legal requirements • Corporate social responsibility (CSR) • Climate change has low impact to the organization's purpose and objectives.
Legal/statutory bodies	• Compliance to the relevant requirements standard of code



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Approved by,

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29-May-2026