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UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA  
BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING  
FACULTY OF BUSINESS AND MANAGEMENT

**REPORT TITLE:**

INDUSTRIAL TRAINING REPORT OF INDAH WATER KONSORTIUM SDN. BHD.

**PREPARED BY:**

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**PREPARED FOR:**

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**SUBMISSION DATE:**

04/08/2023

## EXECUTIVE SUMMARY

Indah Water Konsortium Sdn. Bhd., established in 1994, is a national sewage business in Malaysia. Under the Ministry of Finance, it operates a successful sewerage system, ensuring effluent is processed before being released into rivers. The company's core businesses include Sewage Treatment Plant (STP) processes, plant takeovers, sewerage system types, scheduled desludging issues management, and e-bill registrations. The company's vision is to become a premier wastewater company, with its mission to provide excellent, efficient, and innovative services to ensure water safety and sustainability. The industrial training requirement for the internship was six months, from March 1st to August 15th. The internship took place in the Corporate Communications Department, led by Pn. Wan Esuriyanti and appointed supervisor En Shahrul. I was assigned multiple assignments and were encouraged to join various sections, including the media team, event team, and branding team. In the media team, I have created content related to various activities and events, including TikTok videos and media monitoring processes. The business has amassed comprehensive expertise of various sewage network and wastewater treatment technologies. The company's knowledge base and professional workforce—80% of whom have advanced training in wastewater treatment technologies—are its greatest assets. Indah Water Konsortium does, however, have issues with branding. The company's inability to manage and implement branding initiatives can limit its capacity to build brand equity. Indah Water Konsortium should concentrate on building better brand recognition by establishing connections with other sectors and co-branding with other businesses from various sectors in order to solve this problem. The absence of social media activity is another flaw noted by the SWOT analysis. The company's social media content is out of current and does not adhere to trends, which may indicate a shoddy offline brand. Social media may support and enhance the business's offline presence, enabling it to expand rapidly. Indah Water Konsortium has a solid basis in wastewater treatment and sewage management, but in order to maintain its development and success, it must make investments in cutting-edge technologies and

alliances. To attract a larger audience and broaden its market, Indah Water Konsortium Sdn. Bhd. should engage in social media training for its media team. The personnel will be able to network and cooperate with experts in social media marketing as a result, possibly opening new chances as partners or clients. Additionally, the training will improve the media personnel's ability to communicate ideas clearly and effectively on social media. Selling byproducts and processed sludge to several Malaysian businesses, including the textile industry, the construction industry, and agriculture, will help Indah Water Konsortium strengthen the opportunity. Indah Water Konsortium can work with textile producers to increase wastewater sustainability, effluent treatment, and water reclamation. By doing this, the ecology will be safeguarded and the water will be appropriate for reuse in non-critical applications. Local SMEs can enhance their environmental practises and cut costs by reinvesting revenues in them. Threats to the Indah Water Konsortium include misunderstandings of its services by the general population and a lack of knowledge about sewage and wastewater treatment. In order to overcome these problems, Indah Water Konsortium should launch public awareness campaigns and educational initiatives to increase public understanding of the value of wastewater management and its effects on the environment. Extreme weather events pose dangers to infrastructure and treatment facilities, which has had a substantial influence on Malaysia's wastewater treatment systems. Indah Water Konsortium should investigate the effects of climate change on its wastewater treatment facilities and build emergency plans in order to combat these dangers. This will assist Indah Water Konsortium in forecasting changes in rainfall patterns, droughts, and floods. It will also help facilities get ready to manage a rise in wastewater volumes through contingency planning.

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Next, I would like to thank En. Shahrul Nizam Bin Sulaiman, the assigned supervisor for his guidance and supervision during the internship period. As the supervisor, En. Shahrul had taught me a lot on improving my soft skills and had encouraged me to join various events outside the office to experience networking with other companies.

Lastly, I would love to thank my parents for their unconditional support and encouragement. I would also love to mention my classmates and fellow advisees for their constant help and their enthusiasm in sharing information that are crucial throughout the finishing of this report.

## 1.0 STUDENT'S PROFILE



### CONTACT ME



### EDUCATION

BA240 Bachelor of Business Administration  
(Hons.) Marketing

UiTM Kampus Bandaraya Melaka

CGPA: 3.47

Sijil Tinggi Pelajaran Malaysia (STPM)

Victoria Institution Kuala Lumpur

CGPA: 3.08

Sijil Pelajaran Malaysia (SPM)

Methodist Girls' School Kuala Lumpur

6A,1B,2C

### SKILLS

- Experienced in Microsoft Words and Excel
- Great written & communication skills
- Able to work in diverse tasks and love to work in teams
- Skilled in handling conflicts at work and motivated to complete tasks on time

# Adiba Binti Mohamad Salim

## Personal Profile

I am business administration graduate majoring in marketing and I am ready to work in a professional environment and to learn how the venture capital works, including staff tasks, working in teams, firm operations.

### WORK EXPERIENCE

Internship at Corporate Communications

1st March-15

August 2023

Department

**Indah Water Konsortium Sdn Bhd I Kuala Lumpur**

- Used Isentia, for media monitoring
- Did video editing for social media contents
- Joined Observation Tours in Sewage Treatment plant (STP)
- Did contents for the byproducts

Part-timer Service Crew

August - October

2022

**Inside Scoop I Mytown Cheras**

- Handled the customers orders
- Dealt with online orders through food delivery applications
- Daily stock checking

Part-timer Service Crew

November 2021-

February 2022

**Kakiyuki I Midvalley Megamall KL**

- Learnt how to serve food to the customers
- Learnt dessert decorations
- Deep clean kitchen/working space every Sunday

Part-time Barista

November 2019-

August 2021

**Gigi Coffee I Midvalley Megamall KL**

- Learnt cash handling and cashiering
- Had food and beverage handling course and certificate
- Handled operations during MCO lockdown

### REFERENCES

**Pn. Aemillyawaty Binti Abas**

Lecturer,

Faculty of Business and Management

UiTM Kampus Bandaraya Melaka

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Figure 1: Student's Profile/Resume

## 2.0 COMPANY'S BACKGROUND



*Figure 2: The logo of Indah Water Konsortium Sdn. Bhd.*

One of Malaysia's national sewage businesses, Indah Water Konsortium Sdn. Bhd. is under the management of the Ministry of Finance and was established in 1994. Indah Water Konsortium Sdn. Bhd. operates an effective sewerage system that guarantees effluent is processed before being released into the country's rivers. Under the direction of the chairman, Hanifah Hassan, Indah Water Konsortium Sdn. Bhd. was taken over as a business under the Ministry of Finance in 2000–2009. Indah Water Konsortium Sdn. Bhd.'s core businesses of IWK are, Sewage Treatment Plant (STP) Processes, Plant takeovers, types of sewerage system, scheduled desludging Issues management, and e-bill registrations. The sewerage company had obtained fourteen amounts of awards through the years as the national sewerage company that provided premium wastewater management. Besides that, Indah Water Konsortium Sdn. Bhd. also do non-core businesses.

The non-core businesses under the Indah Water Konsortium Sdn. Bhd. are having the Water Reclamation Programme (WRP), Black Soldier, Kobuniti, Green initiatives, byproducts. As for corporate social responsibility, Indah Water Konsortium Sdn. Bhd. focuses on the community, environment, and education. Began operation on 2nd April of 1994. The nation sewerage company headquarters is in Taman Tun Dr. Ismail, Damansara and they operate from Monday to Friday from 8:00 a.m. until 5 p.m. Indah Water Konsortium Sdn. Bhd. former headquarters building was in Jalan Dungun, Damansara and finally moved to Menara One TM, on early March this year. The chairman of Indah Water Konsortium Sdn. Bhd., Amiruddin

Abdul Aziz. Meanwhile, the Chief Executive Officer (CEO) of Indah Water Konsortium Sdn. Bhd., Narendran Maniam.

- Company's Vision

To become a premier wastewater company

- Company's Mission

To provide excellent, efficient, and innovative services to ensure safety and sustainability of water.



## 2.1 The Organizational Chart of Indah Water Konsortium Sdn. Bhd.

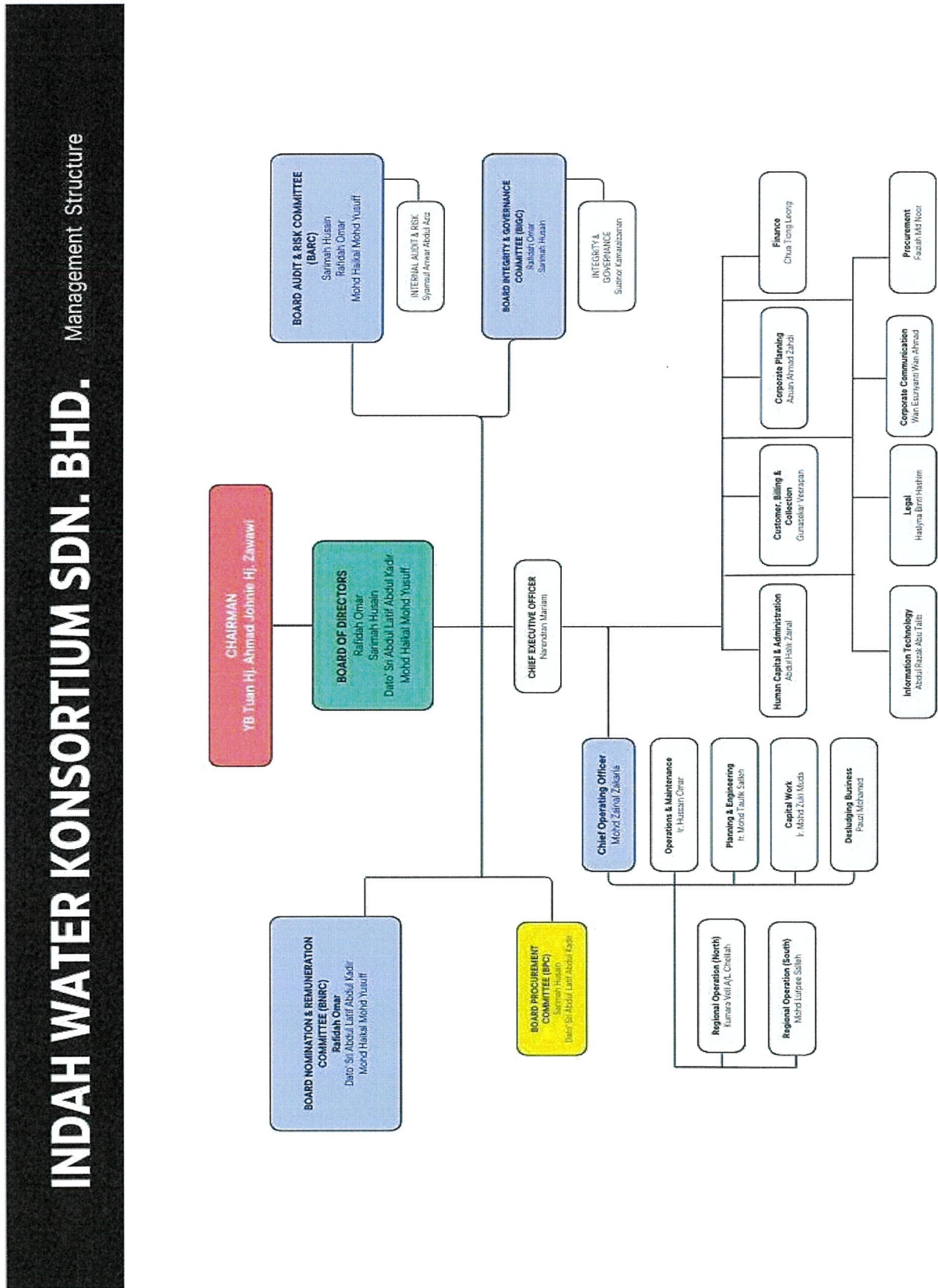


Figure 3: The organisational chart of Indah Water Konsortium Sdn. Bhd.

### **3.0 TRAINING REFLECTION**

Industrial training requirement from university is for 6 months, from 1st March until 15th August. Indah Water Konsortium Sdn. Bhd. headquarters operating hours are 7:00 A.M. - 4:00 P.M. and 8:00 A.M. - 5:00 P.M. from Monday to Friday. I was placed in the Corporate Communications Department, under the lead of Pn. Wan Esuriyanti, the head of the Director of CCD and the appointed supervisor for my internship is En. Shahrul, the senior manager

During my internship, I have discovered that the corporate communications department is divided into several sections and I was given multiple assignments and was encouraged to join all sections in the department, including the media team, the event team and branding team. I was able to improve my soft skills as a result of my superiors encouraging me to participate in a variety of events. Not only did this help me polish my communication skills, as I was able to share information, participate in discussions, and suggest ideas, but it also improved my coordination abilities to work in teams and enabled me to gain the support of my superiors whenever I suggested any ideas or actively involved myself in department meetings.

Since I was tasked with developing contents for social media platforms on behalf of Indah Water Konsortium, I was able to expand my knowledge of how to properly plan the kinds of content that should be shared via social media platforms. Having a well-thought-out plan and being aware of the goals for each piece of content which I was responsible for is a great way to maximise productivity. Because of this, I have also been able to strengthen my skills in problem-solving because I was involved in the process of creating the content, and when we were confronted with unforeseen circumstances, I was able to fix the issues on the spot. This has been a significant contributor to the development of my abilities.

It was an immense accomplishment for me to be able to say that I had visited the Sewage Treatment Plants (STP) in Pantai 2 and witnessed the processes that were involved in treating the wastewater. Having this opportunity was a major privilege for me. The

opportunity for me to take part in co-organising the Malaysian Water Conference 2023 and see a panel talk featuring Malaysia's most successful water companies was another stroke of good fortune for me.

In the media team, I was assigned by the superiors to help the media team in creating contents that are related to various activities that the department had joined or any events that were held. I was assigned to create social media content which includes TikTok videos that are related to promoting e-billing systems, promoting the byproducts and to enlighten the public regarding the Corporate Social Responsibility (CSR) that Indah Water Konsortium Sdn. Bhd. handled. In this team, I was also assisted on media monitoring processes which required me to analyse different media publications from a media monitoring tool, Isentia. As for the content creation, the superiors had entrusted me with the planning of the content, editing the contents and they were very supportive yet very helpful when I needed their suggestions. In the process of content creation, I would use editing applications, CapCut and Canva as both applications are filled with up-to-date and trending editing formats.

Meanwhile, in the different section, I would join the school awareness programmes that are held by the event team, which for this programme in schools, I was required to help the event team in preparing the venue, the goodie bags and the prizes for the quiz sessions. I went to several different schools and got to experience the processes that are related to event management, and got to give the public an exposure of the school awareness programme by creating contents about one of the initiatives of Indah Water Konsortium Sdn Bhd. towards the community. In the other sections, such as the branding team, I would be given assignments on writing articles for the e-bulletin which will be published annually and the contents that I needed to prepare was mainly about the Corporate Social Responsibility (CSR) activities and multiple events that Indah Water Konsortium Sdn. Bhd. had joined.



Figure 4: Visiting the IWK Gallery @ RSTP Pantai 2



Figure 5: School Awareness Program with IWK



Figure 6: Setting up the live session of Sembang Piknik



Figure 7: Joined Majlis Sumbangan IWK - HKL 2023

## 4.0 The SWOT Analysis of Indah Water Konsortium Sdn. Bhd.

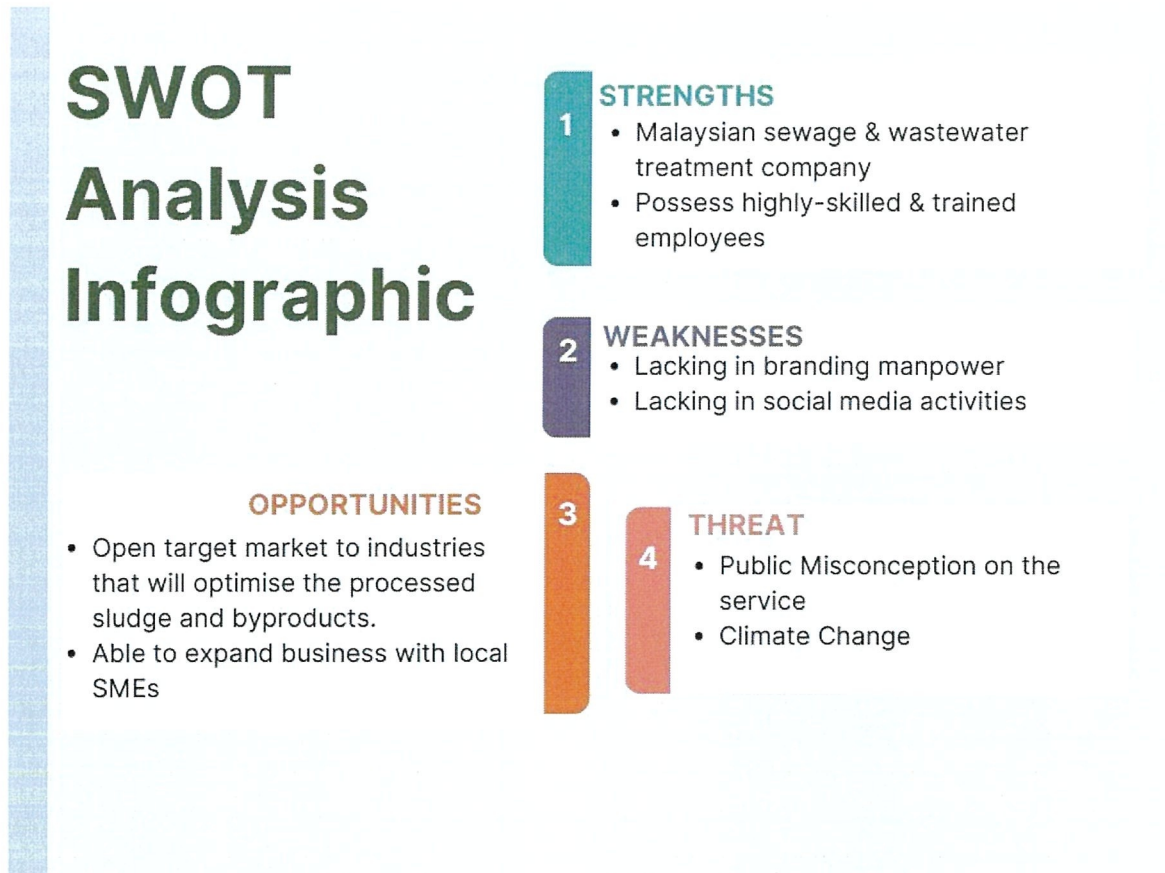


Figure 8: The SWOT analysis of Indah Water Konsortium Sdn. Bhd.

### 4.1 STRENGTH

Indah Water Konsortium Sdn. Bhd.'s first strength that has been found from the studies is that it is a Malaysian wastewater treatment and sewage company. This company has been providing sewage system management services since 1994, and until now, Indah Water Konsortium Sdn. Bhd. had proven its title as the nation's leading wastewater company and had obtained fourteen awards for their excellence in wastewater treatment and sewage system services. Throughout the entirety of Malaysia, Indah Water Konsortium Sdn. Bhd. is the only company that offers sewerage services to residents and businesses. As a result of the company's expansive coverage, it has developed an immense amount of knowledge in the facilitation of many different types of wastewater treatment and sewage network systems.

As stated from a study of treatment of sewage sludge using anaerobic digestion in Malaysia by Farida Hanum, Lee Chang Yuan, Hirotsugu Kamahara, Hamidi Abdul Aziz and others, since 1994, the management of wastewater of the Malaysian peninsula is undertaken by Indah Water Konsortium Sdn. Bhd. alone.

Secondly, Indah Water Konsortium's possession of highly skilled and trained employees is one of its strengths. After a short briefing with a staff member within the department of corporate communications, it was stated that 80% of the Indah Water Konsortium's employees are highly trained in wastewater treatment technologies. It is further proven by the studies of the company's training centre, named Asian Sewerage Training, Research, and Innovation Centre of Excellence (ASTRICE). This facility is dedicated to technical training on sewerage systems that focuses on theory and practical work for IWK staff and the wider public, both local and international. The commitment of Indah Water Konsortium to ensuring environmental protection as a dedicated sewerage company has resulted in its involvement in research and innovation initiatives related to wastewater treatment and sewerage management.

#### **4.2 WEAKNESS**

The absence of branding personnel was one of the Indah Water Konsortium's weaknesses as shown by the SWOT analysis. Indah Water Konsortium is a financially secure company, according to a member of the corporate communications team; nevertheless, the company still lacks expertise dedicated to managing and carrying out branding-related tasks and launching branding strategies for Indah Water Konsortium. A company like Indah Water Konsortium suffers major obstacles such as trouble developing brand equity, when it lacks the manpower for branding management. Brand equity plays a role in deciding which companies to invest in since it raises both the profitability of businesses and consumer loyalty. It follows that marketers must actively manage brand experiences in order to help their companies develop greater and more valuable brand equity (F.A. Beig and F.A. Nika, 2019).

The lack of social media activity by Indah Water Konsortium is the organization's second weakness as revealed by its SWOT analysis. According to a meeting with a corporate communications employee who additionally functions as a representative of the department's media section, the media section is not receiving enough interaction for the social media content it posts. In this digital age, where social media platforms have evolved into significant communication tools, it is imperative for Indah Water Konsortium to establish a strong online presence. Indah Water Konsortium is seen as having an established "offline" brand that has been built up over the years. The company's presence on social media is equally as significant as its presence on traditional media since it will reinforce and highlight the brand, which will also help the brand develop exponentially. As cited in Forbes, some businesses have a very strong offline brands, built up through the years of business. Social media is an opportunity in reinforce and to showcase the strong offline business in front of a both new audience and those whom already know the brand (Pec. T, 2022).

#### **4.3 OPPORTUNITIES**

Based on the SWOT analysis done, Indah Water Konsortium has a big opportunity in opening target market to different industries that will optimise the sewage desludging byproducts. The technological advancement and innovation of sewage treatment systems have resulted in the production of byproducts from Sewage Treatment Plants (STPs) – treated effluent, biosolid and bio gas (The Source Magazine, 2021). Indah Water Konsortium should open its target market to diversify its revenue streams. Indah Water Konsortium will be able reduce the risks in stabilising its financial performance. The potentials of byproducts such as the bio effluent are high as these can be optimise in non-food crops and non-potable industries. Indah Water Konsortium has the resources in its water reclamation plant located in Setia Alam, Selangor, which is a sign for the Indah Water Konsortium to be productive in its water reclamation initiatives and gain revenue by selling the treated effluent to industry such as textile industries, construction industries and non-food agriculture industries. They are exploring one small capacity water reclamation plant in Seta Alam that produces five million

litres per day (MLD) purified water from its sewage using membrane technology. The purified water is used to meet the industry demand (Lau. W. J, 2020).

The second opportunity for Indah Water Konsortium that had been found is, Indah Water Konsortium is able to expand business with local Small and Midsize Enterprises' (SMEs). It is known that the Indah Water Konsortium Sewage Treatment Plants (STPs) also process the biosolids from the sludge that was extracted in the treatment plants. Indah Water Konsortium able to profit of the demand in local agriculture and fisheries industry. The Sewage Treatment Plant (STPs) in Klang Valley only, had generated about 200 tonnes of bio solids daily, and will be disposed to the landfills. By treating the bio solids, it can be used as foods for the Black Soldier Fly Larvae in order to produce a full-fat protein meal for fishes and to reduce the amount of disposed biosolids in the landfills (Free Malaysia Today, 2022).

#### **4.4 THREATS**

The first threat that Indah Water Konsortium faces is a public misconception of its service. Based on a brief discussion with staff within the corporate communications department, it was stated that they would always get questions that nuanced the customers' misconceptions of its services. It threatens Indah Water Konsortium, as it is a tell-tale sign that the company might not have built enough brand equity. The misconception of services possibly happens due to its nature of service, which is water-related. Indah Water Konsortium is mainly responsible in managing the sewerage and wastewater treatment, while other water companies such as Syarikat Air Melaka or Air Selangor are responsible in providing treated water for consumers. The misconceptions of its services also happen due to public lack of awareness in sewage and wastewater treatment. Although Indah Water Konsortium have been constantly working on its corporate social responsibility (CSR) initiatives with the locals, there are still some areas that are less aware of sewage and wastewater treatment and services offered by Indah Water Konsortium, especially in the rural areas.

The influence that climate change will have on the treatment of wastewater is yet another danger that has been recognised. Changes in the climate have also had effect on



Malaysia as a result of the global changes that have taken place. The most obvious implications of climate change are the increasing frequency of extreme weather events, changes in the distribution of rainfall, and the overall elevation of the sea level. The strong and catastrophic weather events that have occurred in Malaysia have produced a rise in the amount of stormwater and floods. This poses a risk to wastewater treatment plants, particularly in terms of their ability to manage increased quantities of stormwater and exceeding treatment capacity. In addition to that, the extreme weather events will have effect on the facilities responsible for wastewater treatment. The National Water Services (SPAN) had stated in a statement that it was reported that the massive floods had damaged about 200 sewage treatment plants maintained by the national sewage company, Indah Water Konsortium (IWK) Sdn. Bhd. (Asyraf. S, 2021). It has been demonstrated here that extreme weather and floods have an influence on numerous infrastructures, including the wastewater treatment facilities, which will cause disruptions in both operations and services.

## 5.0 The TOWS analysis of Indah Water Konsortium Sdn. Bhd.:

<p>Internal Factors</p> <p style="text-align: right;">External Factors</p>	<p><b>Strengths (S)</b></p> <ul style="list-style-type: none"> <li>Malaysian wastewater treatment and sewage company</li> <li>Possess highly-skilled and trained employees</li> </ul>	<p><b>Weaknesses (W)</b></p> <ul style="list-style-type: none"> <li>Lacking in branding manpower</li> <li>Lacking in social media activities</li> </ul>
<p><b>Opportunities (O)</b></p> <ul style="list-style-type: none"> <li>New markets for local SMEs</li> <li>Promote to different industries that will optimise byproducts and processed sludge</li> </ul>	<p><b>S-O strategies</b></p> <ul style="list-style-type: none"> <li>Re-invest profits in local SMEs, providing research and development services to these businesses</li> <li>Expand its market to sell the byproducts from sewage treatments</li> </ul>	<p><b>W-O strategies</b></p> <ul style="list-style-type: none"> <li>Gain wider target market</li> <li>Build stronger brand awareness by engaging with different industries</li> </ul>
<p><b>Threats (T)</b></p> <ul style="list-style-type: none"> <li>Public misconception on the services provided</li> <li>The impacts of climate change to the wastewater treatment facilities at</li> </ul>	<p><b>S-T strategies</b></p> <ul style="list-style-type: none"> <li>Further study on the ways to minimise the impacts of climate change on wastewater treatment plants</li> <li>Ensure to educate the public on sewage services offered.</li> </ul>	<p><b>W-T strategies</b></p> <ul style="list-style-type: none"> <li>Educate and encourage the public on the importance of managing sewage system and wastewater management</li> <li>Invest in brand management tools that will assist in brand management</li> </ul>

Figure 9: The TOWS analysis of IWK

## **6.0 DISCUSSION AND RECOMMENDATIONS**

### **6.1 Invest in Advanced Technologies in Wastewater Management**

The Indah Water Konsortium is very important in managing and treating wastewater across much of Malaysia, according to the TOWS research. They may keep making investments in and implementing cutting-edge wastewater treatment technologies. To considerably increase the efficacy of wastewater treatment procedures, Indah Water Konsortium must investigate and implement innovative wastewater technologies. This will enable Indah Water Konsortium to treat bigger volumes of wastewater and fulfil the expanding demand for sewage and wastewater treatment. Indah Water Konsortium will be better able to adapt to the varied problems thanks to the newly developed technology in the wastewater treatment industry. The accelerating rate of urbanisation and industrialization has led to a change in the composition of wastewater, which now contains a greater variety of contaminants. As a result, Indah Water Konsortium will need to make investments in cutting-edge wastewater technologies that can meet the difficulties that will be faced and of providing reliable treatment. According to a study of the potential of Nanotechnology in wastewater treatment, Nanotechnology has the potential to overcome the problems associated with traditional methods of treating wastewater (Jain, K., 2021).

### **6.2 Leverage in Research and Development Sector.**

It has been determined by the results of the TOWS analysis that Indah Water Konsortium should make improvements to its research and development. It will drive innovation in wastewater treatment techniques and technologies if it invests more money in its research and development departments. It is possible for Indah Water Konsortium to contract with other research institutes to collaborate with Indah Water Research Centre (IWRC), which has the potential to broaden the perspectives for ongoing enhancement. The continuation of Indah Water Konsortium's research and development efforts will almost certainly result in the development of wastewater treatment technologies that are both more effective and safer for the operation staffs. As for now, the unpredictable working conditions of

Indah Water Konsortium operation staffs need to face have brought along risks to them. Not only that the staffs are exposed to the encounters of venomous reptiles but they are also exposed to hazardous gases. As stated from an interview with the manager of operations and maintenance of Indah Water Konsortium Unit Office Kuala Lumpur, Azian binti Ahmad, had stated that the operation staff have come across the carcass of a large python during the screen cleaning, also there was one incident of a leaking air pipe which caused released of toxic gases (Kessler, F.,2022). Thus, it is very recommended for Indah Water Research Centre (IWRC) to study further on developing new systems that would help the operation and maintenance staffs with the facilities in each Sewage Treatment Plants (STP) to ensure the operation staff members' safety and their work efficiency.

### **6.3 Engage with Different Industries**

One of the recommendations that are applicable in addressing this weakness of Indah Water Konsortium that comes from the TOWS study is to develop much greater brand recognition by connecting with other sectors. Indah Water Konsortium may improve its brand awareness by doing alliances by co-branding with other firms from different sectors as it will generate a unique and interesting products or services that are appealing to a broader audience of customers. This is because the involvement with various industries will result in the creation of a wider variety of products or services. Co-branding is a useful strategy for many businesses seeking to increase their customer bases, profitability, market share, customer loyalty, brand image, perceived value, and cost savings (Kenton. W, 2022). Under the co-branding there are various strategies, such as market penetration strategy which is the most suitable for Indah Water Konsortium, global brand strategy, brand reinforcement strategy and the brand extension strategy. Market penetration strategy is the most suitable for Indah Water Konsortium when co-branding is because it will also relate to the number of the potential customers that have purchased a specific company's product instead of focusing on a competitor's product (Kenton. W, 2023).

#### **6.4 Apply Social Media Training in Corporate Communications**

One recommendation from the TOWS analysis is for Indah Water Konsortium to invest in social media training for its media team in order to reach a wider audience. The media team of the corporate communications section of Indah Water Konsortium will be able to network and collaborate under the direction of the specialists in social media marketing. The staffs will meet more people when they are sent to seminars or workshops, and as a result, they may be able to create a new chance for Indah Water Konsortium as a new partner or perhaps a potential client. As a result, Indah Water Konsortium will logically have a chance to expand its market. The media staff will be better able to communicate messages because of the social media-specific communication skills that will be honed in these seminars' workshops, which is another benefit of investing in social media training. The advantages of honing all these talents are enormous once you enrol in this course. The message delivery and communication style of the company will demonstrate a difference that is noticeable (Jain. S, 2023).

#### **6.5 Expand Market to Different Industries**

From the TOWS analysis done, one of the recommendations for Indah Water Konsortium Sdn. Bhd. that can strengthen the opportunity is that Indah Water Konsortium Sdn. Bhd. can expand its market to sell the byproducts and processed sludge to different industries in Malaysia. The byproducts that are currently produced by the Indah Water Konsortium are bio-pellet fertilisers, Bio-gas, and Bio-effluent. The industries that are potentially optimising these byproducts and processed sludge are the textile industry, the construction industry, and agriculture. It is known that the textile industry uses a substantial amount of water due to various factors related to its production processes. From the dyeing and printing processes alone, the manufacturers require large quantities of water to apply the dye to the fabrics effectively. In order to advocate wastewater sustainability, Indah Water Konsortium can engage with fabric manufacturers and promote effluent treatment and water reclamation, as these will properly treat the wastewater from the textile production process and ensure the water is suitable to be reused in non-critical applications. The treatment of textile effluents is

necessary to protect the ecosystem and to enable subsequent recycling of the treated effluent for irrigation purposes or reuse within the textile factory processes (Yaseen & Scholz, 2018).

#### **6.6 Provide Wastewater Management Consultation to The Small and Midsize Enterprises' (SME)**

Another recommendation from the TOWS analysis is that Indah Water Konsortium can reinvest their profits in the local Small and Midsize Enterprises (SMEs) in terms of giving environmental consultations and assisting in research and development for efficient wastewater management for these businesses. It is crucial for the Indah Water Konsortium to consult with the local Small and Midsize Enterprises SMEs, especially in terms of sustainable water usage in manufacturing and reusing wastewater. This can help the manufacturers understand the efficiency of reusing wastewater, such as the lower operational costs, as they are able to save money on freshwater purchases and wastewater disposal expenses. According to a study done in 2021 on the freshwater ecosystem in Malaysia, entitled *Freshwater Ecosystem: A Short Review of Threats and Mitigations in Malaysia*, the researchers stated that local salinization relief can be achieved by managing the extraction of salts from point sources or pumping groundwater into lower water tables. However, other substantial costs may appear, such as the cost of not using the freshwater release for environmental or consumer purposes (Mohd Izam, N. A. et al., 2021). Which had proven that there is lots of money involved in purchasing freshwater supplies. Thus, Indah Water Konsortium can provide a service of consultation to these business manufacturers regarding wastewater management and reusing water for production.

#### **6.7 Thoroughly Educate Public on the Service Provided**

It is recommended that Indah Water Konsortium engage in public awareness campaigns and educational programmes in order to promote public knowledge. Both initiatives are highly important. The public can be educated by Indah Water Konsortium on the public responsibility in managing wastewater, the importance of treating wastewater, also the influence that proper sewerage management can have on the environment. It is recommended

who Indah Water Konsortium use some of its revenue to run public awareness campaigns in national radio and television outlets as one method of reducing threats and weaknesses is educating the public through the organisation of such campaigns. Indah Water Konsortium was able to raise awareness of the value of safe wastewater disposal and its part in managing sewerage systems on a greater scale by investing in these initiatives. The Indah Water Konsortium may request that its CEO, Narendran Maniam, serve as the station's spokesperson during certain radio time slots. In one interview, Indah Water Konsortium's chief executive officer, Narendran Maniam, claimed that clients tend to deny using the company's services. Services are being provided since people can flush their toilets and because their waste is transported to Indah Water Konsortium's Sewage Treatment Plants (STPs) where it is cleaned before being released into the environment. Hisamudin. H. A., 2022. This has demonstrated that the Indah Water Konsortium should be proactive in promoting its services and emphasising how it serves the local community by being present on local and national radio stations.

In addition to that, it is suggested that the Indah Water Konsortium make investments in the production of teaching materials. One of the steps that Indah Water Konsortium is undertaking to educate students and the general public about sewage treatment, the services that are provided, and the significance of maintaining the environment is the start of its school awareness programme, which has now begun. However, the Indah Water Konsortium should also supply the schools that they are visiting with educational resources that are entertaining and engaging for the children in those institutions. Keeping children interested by having them play interactive games, watching educational videos, or watching instructive animations is also appealing to a younger audience.

## **6.8 Plan Water Security**

It is strongly suggested that the Indah Water Konsortium get started on a water security planning. Planning for water security includes taking steps towards achieving a sustainable water supply and minimising the damaging effects that human activity can have on it. In addition to addressing the results of inefficient water management, ensuring water security also works to safeguard the environment and advance social justice. (K. M. Binaya and others, 2021). It is strongly recommended that the Indah Water Konsortium conduct research and development on the effects of climate change on its wastewater treatment facilities and begin planning in order to respond to any emergencies or other unforeseen situations. The planning for water security will direct Indah Water Konsortium in projecting changes in rainfall patterns, droughts, and flood patterns, as well as preparing its facilities to manage increased volumes of wastewater. This will be accomplished through the preparation of contingency plans. It is very crucial for Indah Water Konsortium, as the national sewage and wastewater treatment company, to develop water security plan to reduce the risk of water scarcity in Malaysia. This includes “physical scarcity,” which means there is not an adequate volume of water to meet people’s needs, and “economic scarcity,” which results from a lack of investment and proper management of infrastructures (Li, F., 2018). Thus, it is crucial for Indah Water Konsortium to develop a water security plan which have an ample assessment and data collection to begin with, Indah Water Konsortium must conduct a comprehensive assessment of the current water supply, demands and the potential risks that comes along. After a thorough assessment conducted, Indah Water Konsortium then must work with various stakeholders, which includes government agencies and communities.



## 7.0 CONCLUSIONS

It is possible to draw the conclusion that for Indah Water Konsortium to significantly improve the effectiveness of wastewater treatment operations, it is necessary for Indah Water Konsortium to explore and adopt cutting-edge wastewater technology. As Indah Water Konsortium is committed to maintaining environmental protection as a dedicated sewerage company, it has become involved in research and innovation projects connected to wastewater treatment and the management of sewerage. These activities include both research and management of sewerage. The continuation of Indah Water Konsortium's research and development efforts will almost likely result in the development of wastewater treatment technologies that are both more efficient and less expensive, and they will also guarantee a higher quality of effluent that has been treated. This will be the case because these technologies will guarantee a higher quality of water that has been treated. One of the recommendations that came out of the TOWS analysis was for Indah Water Konsortium Sdn. Bhd. to broaden its market to sell the byproducts and processed sludge to different companies in Malaysia. This was one of the ways that the potential could be strengthened. In my opinion, these recommendations based on the study done on the company, will help the company in improving its sewage and wastewater management yet able to change the public perspective and attitude towards involving in efforts of achieving sustainable wastewater management. To give a better understanding to the public on the importance of sewage and wastewater management, future studies is needed in order to improvise Indah Water Konsortium' s services.

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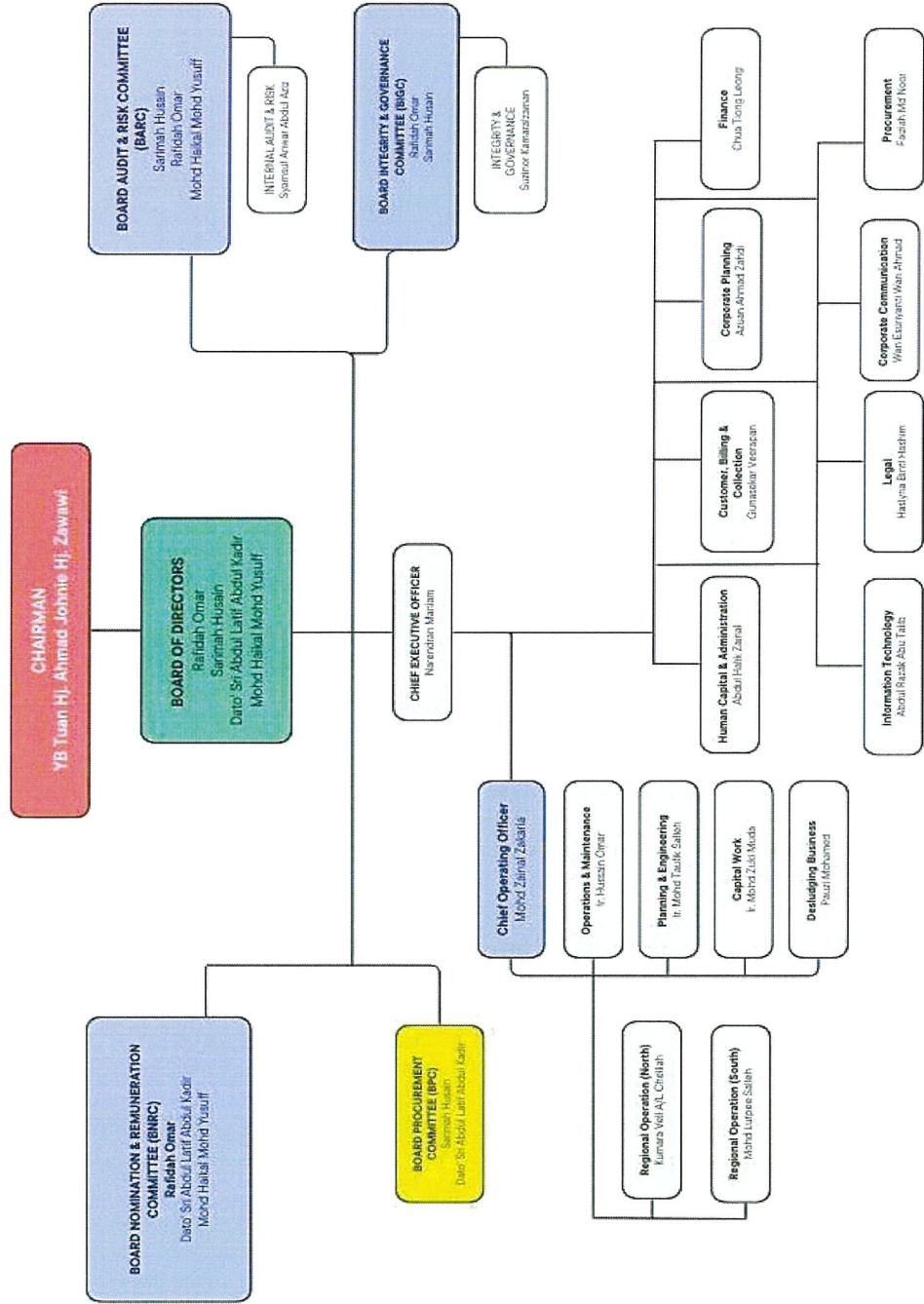
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## 9.0 APPENDICES



# INDAH WATER KONSORTIUM SDN. BHD.

Management Structure



# SWOT Analysis Infographic

1

## STRENGTHS

- Malaysian sewage & wastewater treatment company
- Possess highly-skilled & trained employees

2

## WEAKNESSES

- Lacking in branding manpower
- Lacking in social media activities

3

## OPPORTUNITIES

- Open target market to industries that will optimise the processed sludge and byproducts.
- Able to expand business with local SMEs

4

## THREAT

- Public Misconception on the service
- Climate Change

