

MEGAJANA

THE COOLING HUB



UNIVERSITI
TEKNOLOGI
MARA



INDUSTRIAL TRAINING REPORT

MGT666

SWOT Analysis of Pendinginan Megajana Sdn Bhd

1 MARCH 2023-15 AUGUST 2023

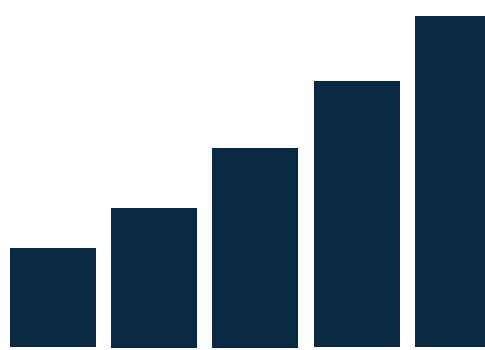
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Executive Summary

Pendinginan Megajana Sdn. Bhd. (Megajana) Cyberjaya has been a wonderful place and a valuable learning experience to complete the six months of industrial training. Although my area of study is unrelated to the objectives of the company's establishment, however I have learned the importance of the company for employers and employees who work in the private sector. Encik Hamdan Bin Hashim was my supervisor throughout my industrial training, which lasted from 1st March 2023 to 15th August 2023.

This report includes not only an overview of Megajana but also what was discovered during industrial training. These findings are mentioned in the appendix of this study. This report has a number of components, the first of which present a company profile, which is an essential initial step. This report also contains other sections. The next part, which is a reflection of industrial training, provides an in-depth discussion of each of the capabilities or advantages that are applied and taught throughout industrial training.

The most significant results on the company's strengths, weaknesses, opportunities, and threats are documented in the part of the report titled "SWOT Analysis". In the section of the report labelled Discussion and Recommendation, which contains an evaluation of all of the information obtained from the organization, in which I explain more about SWOT analysis and relate it to PESTEL. The experienced and knowledgeable team and strong reputation for delivering high-quality services are the company's strengths. There are three weaknesses that may be seen in the workplace, which are human resources also relatively small compared to some competitors and limited financial resources. I've mentioned a few of the opportunities given by this organization, such as the development of new services and solutions and the growing demand for sustainable cooling solutions.

Finally, the threats that Megajana faced included economic challenges and a rapidly evolving technological landscape. To conclude, my industrial training has provided me with a wealth of information also various benefits and I have been able to complete this assignment to the best of my abilities.

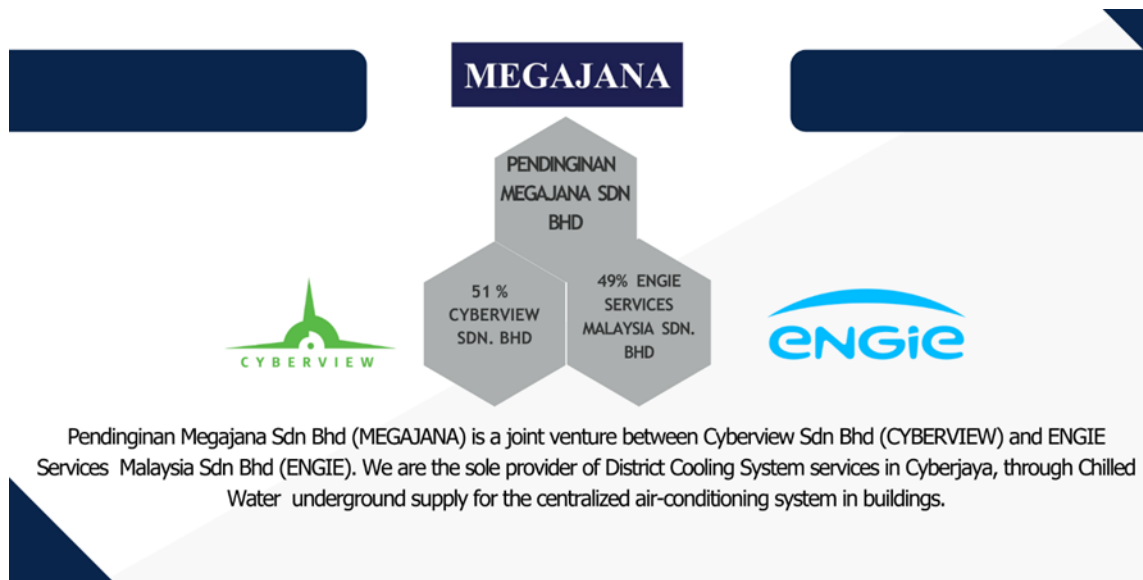
Company Profile

Malaysia has undertaken the development of district cooling systems as a means to address the escalating demand for air conditioning power. This demand has been identified as a significant contributor, accounting for approximately 30 to 50% of the overall energy consumption in buildings. Over the course of the past two decades, our nation has successfully implemented the construction of 11 city cooling systems. These systems possess a remarkable potential of providing a total refrigeration capacity of 190,000 tones, which is equivalent to approximately 667 megawatts (MW). The implementation of a city cooling system was introduced in Cyberjaya, a location situated approximately 50 kilometers south of Kuala Lumpur, in the year 1998.

Pendinginan Megajana Sdn Bhd is a sole provider of district cooling service in Cyberjaya since 1998. The company aimed at achieving mutual objectives and enhancing the overall efficiency of the involved parties. This brings together the expertise and resources of these organizations to address various challenges and opportunities in the industrial sector. Megajana as one of the key partners in this collaboration, plays a crucial role in providing cooling systems. The district cooling system serves as the exclusive source of centralized air-conditioning power for the buildings in the area. This system operates by supplying chilled water through an underground network, ensuring efficient cooling throughout the district.



Company Profile



The establishment of Pendinginan Megajana Sdn Bhd took place on 1 September 1998, and its operational activities began in November 1999. The company's initial shareholders were Seseni Sdn Bhd, a subsidiary of the publicly listed MTD Capital, holding a majority stake of 51%, and TNBES, a subsidiary of TNB, holding the remaining 49% ownership. In March 2007, Cyberview, a subsidiary of the Ministry of Finance (MOF), successfully completed the acquisition of 100% of the shares previously held by the two original shareholders. In 2013, a joint venture with Engie was established. According to the most recent data, it has been observed that Cyberview currently possesses a majority stake of 51% in the company, whereas Engie holds the remaining 49% of the shares.

Company Background

Pendinginan Megajana Sdn Bhd (Megajana) operates as a joint venture between Cyberview Sdn Bhd (Cyberview) and Engie Services Malaysia (Engie). The organization holds the exclusive responsibility for delivering District Cooling System (DCS) services in the area of Cyberjaya. This company was first established on 1 September 1998 and began operating in November 1999. At Megajana there are 2 District Cooling Plants in Cyberjaya, namely District Cooling Plant 1 & District Cooling Plant 2. In 2002, Megajana upgraded Plant 1 to Phase 2 where several chiller units have been added to increase the District Cooling System to more efficient service.

In 2007, Cyberview Sdn Bhd acquired 100% of the shares from the two previous shareholders, which means that Megajana has changed ownership to Cyberview Sdn. Bhd. Next In 2011 Megajana has upgraded Plant 1 to Phase 3, this means that District Cooling Plant 1 is able to produce 18,050 RT Cooling Capacity which includes 39 buildings. Recently, the energy company firm Cofely developed a 49% stake in Pendinginan Megajana Sdn Bhd. Cofely is intended to help build up higher district cooling plant in Cyberjaya Key Milestone Megajana is shown below.



Company Background

In 2012, Megajana inaugurated District Cooling Plant 2 to further strengthen the District Cooling System service in Cyberjaya. For District Cooling Plant 2, this produces 5700 RT Cooling capacity, which includes 9 buildings capable of supplying Cooling loads. The following year, 2013, 49% of the shares were owned by Engie Malaysia Services Sdn Bhd. This means Cyberview Sdn. Bhd. and Engie Services Sdn. Bhd. have worked together and managed Megajana. by strengthening the District Cooling System service more efficiently.

**COMPANY
LOGO**

MEGAJANA



Vision and Mission

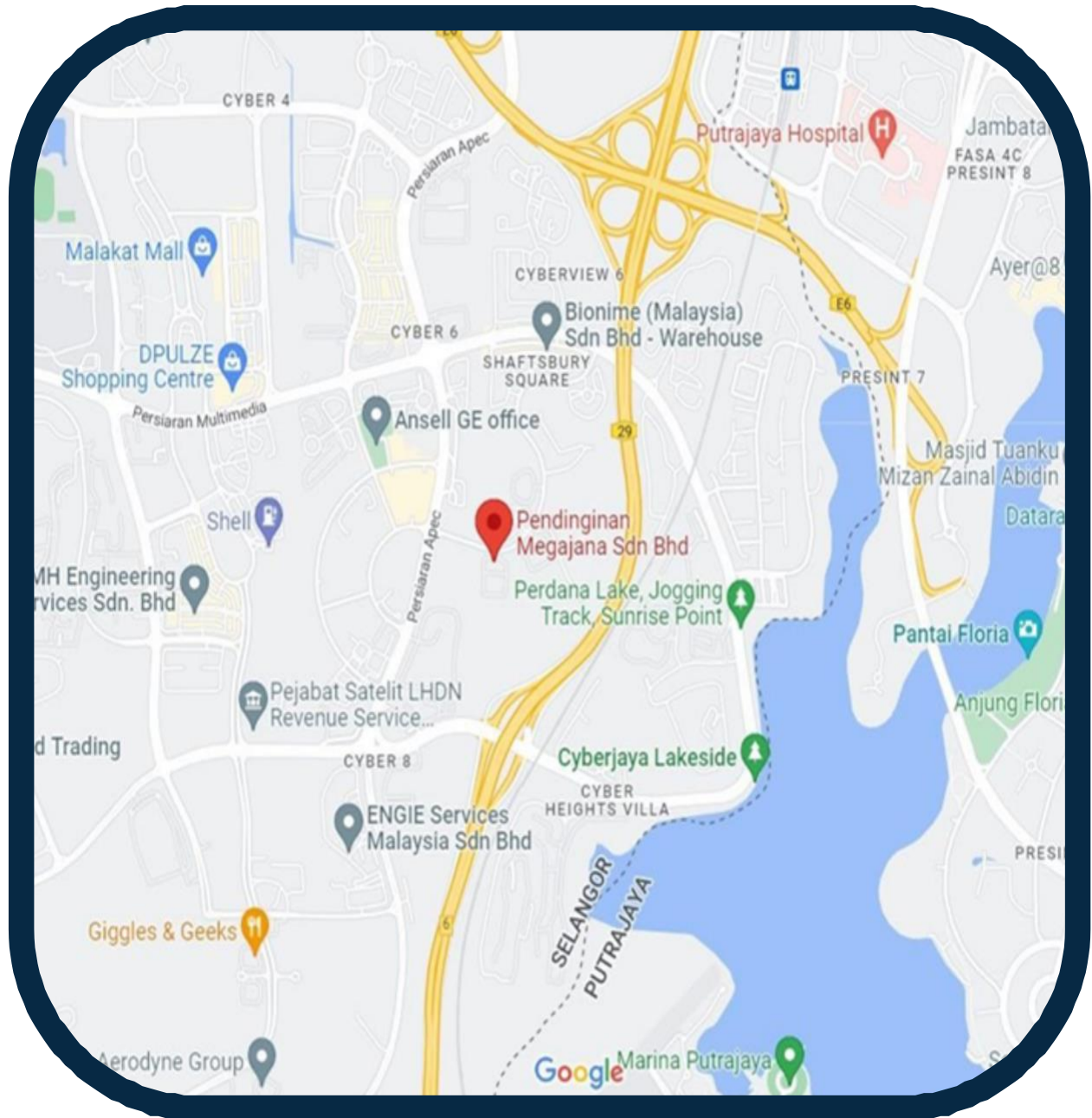
Vision

- To be the preferred cooling energy partner providing quality, reliable and cost-effective cooling solutions

Mission

- Short term (2-5 years): To become the preferred cooling energy supplier in Cyberjaya, with guaranteed CHW temperature, reliable supply and top of range efficiency
- Medium term (5-10 years): To become the preferred cooling energy partner for development in Klang Valley with Cyberjaya DCS as a reference
- Long term (10-15 years): To be the center of excellence for district cooling system for South East Asia for DCS projects development

Company Location



Location of Pendinginan Megajana Sdn Bhd in Google Maps

Company Goal

Goal

To supply Chilled Water 24/7 to connected customers and expand the business within and outside Cyberjaya based on Megajana 3.0 Pillars



GROWTH



OPERATION



SUSTAINABILITY

MEGAJANA 3.0 PILLARS

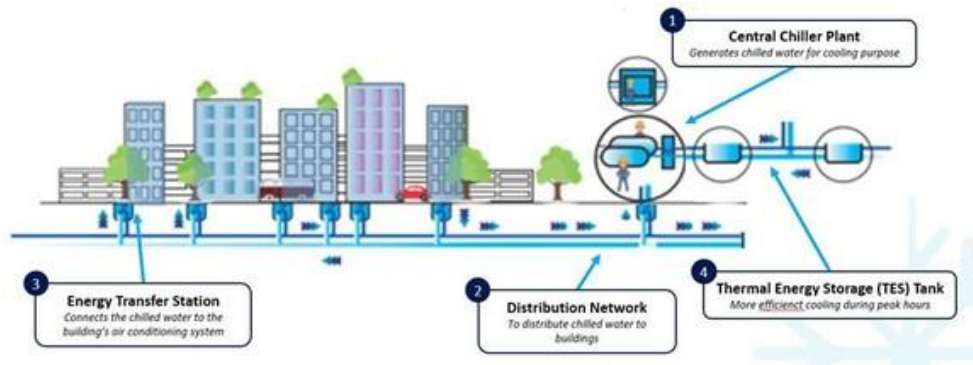
Quality Policy

Pendinginan Megajana Sdn Bhd has been certified with ISO 9001:2008 since 2013 and we have upgraded to ISO 9001:2015 in June 2018. Therefore, MEGAJANA is bounded to the following policy:

- “Megajana is a utility company responsible to **supply chilled water for 24/7** to offices, data centers, call centers and retail outlets.
- Megajana is committed in **achieving customer satisfaction** by providing quality product and services, delivered to customers at competitive price.
- We accomplish this through the use of **state-of-the-art equipment** and technology for our district cooling system with our continuous improvement of our operation and maintenance practices.”

Company Activities

District Cooling System (DCS)



The District Cooling System (DCS) is a centralized cooling system that cools buildings by supplying cold water via subterranean pipes to the air conditioning units inside. A key component of utilities to improve an urban development's sustainability is district cooling. It is the foundation of a smart, eco-friendly metropolis. The network's linked buildings get thermal cooling energy from the system's central cooling plant through underground chilled water (CHW) pipes. Every client building has an Energy Transfer Station, which enables the cooling energy to be moved from the CHW pipe to the interior plumbing of the building using a Heat Exchanger.

The thermal energy emanating from the buildings will subsequently be reclaimed and redirected back to the District Cooling Plant (DCP). The CHW of the product provided to customers involves maintaining a temperature of 6 °C, and subsequently, the product is transported back at a temperature of 13 °C. This configuration is appropriate for densely populated areas, including university campuses, government facilities, commercial districts, industrial zones, retail establishments, hotels, residential skyscrapers, and airports, among others. The standard prerequisite for a connectivity application typically necessitates a cooling area of 20,000 square feet, corresponding to a magnitude of 100 refrigerant tones (RT).

Company Activities

The primary objectives were to reduce the capital value of individual chillers that were installed independently, lower development costs, and establish feasibility. The network consists of two city cooling systems that were installed in two stages between 1998 and 2012. These systems have a combined capacity of 18,300 tons (64.2 MW) of refrigerant. Additionally, the network is supported by 35,500 tons of refrigeration ice storage (approximately 125 MWh), 39,000 tons of refrigeration cold water storage (equivalent to 137 MWh), and a pipeline that spans 15 kilometers.

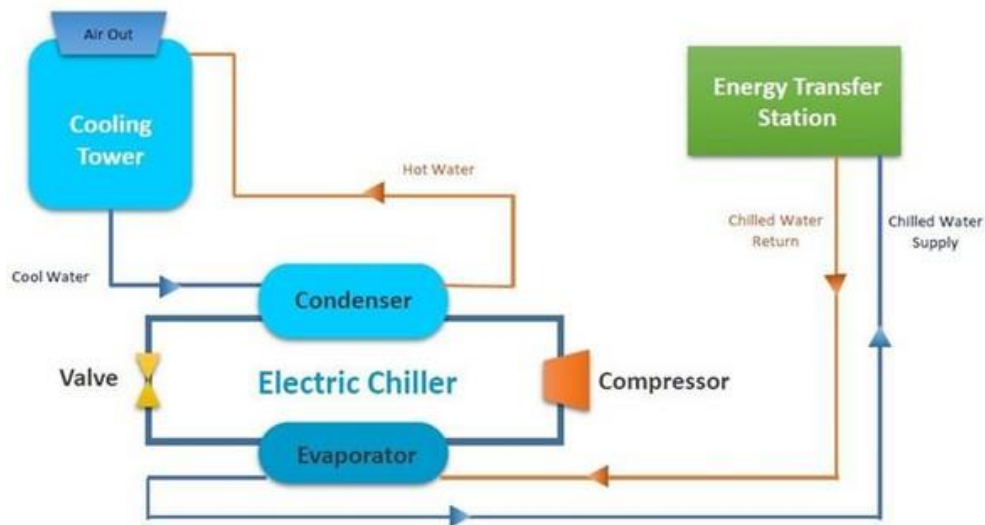
The company manages a total of 47 large buildings in Cyberjaya, catering to the needs of consumers. The total production revenue increased by approximately \$50 million from 1998 to 2012. Additionally, the service achieved an internal return rate (IRR) of 11.7% over a 30-year project cycle, with a payback period of 8.2 years.

As a result, the demand for chiller peak electricity decreased by 3 MW, and the cost of capital for the built chillers is 18% lower than for the use of personal chillers. Thermal space for market-side management allowed chilled water and ice to be produced at lower costs during the evening, taking benefits of the night-time tariff, which is less than half of the peak-time tariff. It is reported that 60% of the utility bill of a normal workplace falls to air conditioning individually, and this can exceed 80% for data centers. Relative to stand-alone facilities, annual cost gains by district cooling were 39%. Thermal Energy Storage Tank would charge during the night and discharge during the morning to achieve energy efficiency.

During charging, the temperature is 5°C, and the ice storage shape is saved. When discharged, the ice would melt into water before being distributed to the customer. The morning tariff for industry demand is 34 cents kWh, and at night it drops to 18 cents kWh. In Cyberjaya, demand for district cooling is expected to rise by 10,000 to 15,000 tons of refrigerant in the future, which indicates more plants will be built through the pipeline.

Company Activities

Production of Chilled Water



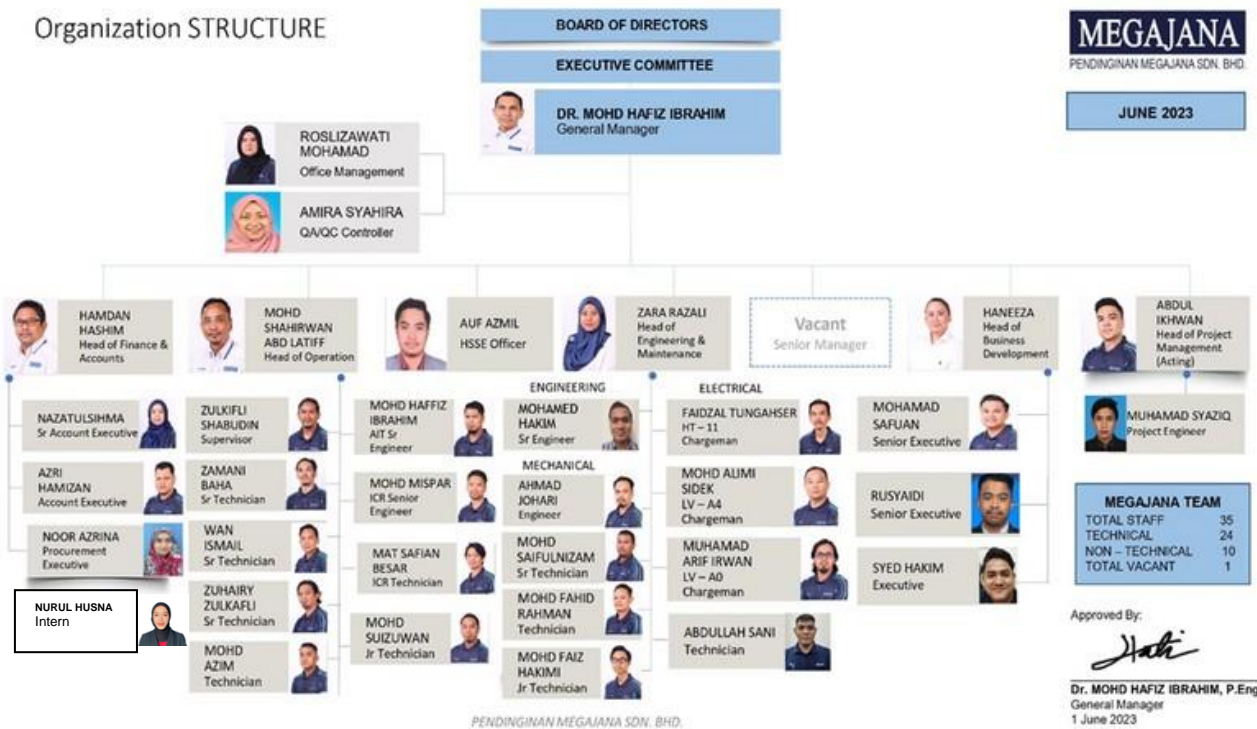
Flow of Production Chilled Water

The production of chilled water systems comprises three main elements which are the chiller, cooling tower and chilled water utilization side.

The figure above explains a simple diagram of typical chilled water systems where the heat generated from customers or buildings is transferred in the return line of chilled water systems at 14 °C. Upon entering chiller systems, the water is chilled down to 6 °C in the chiller evaporator system. The heat is then transferred to condenser water systems, which dissipate the heat generated via evaporation on the cooling tower.

PENDINGINAN MENGAJANA SDN BHD STRUCTURE

Organization Chart





Training Reflection

1 MARCH - 15 AUGUST 2023

DATES

My internship was at Megajana. where I completed 24 weeks of industrial training.

MONDAY - FRIDAY

WORKING DAYS

The working days is on Monday until Friday, which is followed by normal office hours in Malaysia.

8.30AM - 5.30PM

WORKING HOURS

The 8-hour limit is adhered to for 5 days in the week to ensure compliance with the maximum 45 working hours per week.

Training Reflection

Department, roles, responsibilities, assignment and tasks

Intrinsic & Extrinsic Values

Throughout my industrial training, I was placed under the supervision of Encik Hamdan Bin Hashim, Head of Department in Finance and Accounts. Megajana is the sole provider of District Cooling System services in Cyberjaya. At Megajana, there are seven department which are Office Management, Finance and Accounts, Operation, Engineering and Maintenance, Business Development, and Project Management.

On my first day reporting at Megajana, I was given an industrial training structure for my internship schedule. My industrial training experience at Megajana. provided me with both intrinsic and extrinsic value. On the intrinsic side, I have also developed a deeper understanding of my own strengths and weaknesses. Through my work, I have learned that I am detail-oriented and enjoy working on complex tasks, but I have also identified areas where I need to improve, such as my ability to work under pressure. As a business administration in finance student, I was able to apply what I learned in the classroom to real-world scenarios, which helped me further develop my skills and knowledge. I was able to work on a variety of projects related to financial analysis and planning, which allowed me to gain a deeper understanding of the district cooling industry and the different factors that impact its success.

On the extrinsic side, I was grateful to receive an allowance that helped me with my daily expenses. Knowing that I had a regular income motivated me to work harder and put more effort into my work. Additionally, the opportunity to learn new skills and work with experienced professionals was also an extrinsic value that I appreciated. I was able to gain insights into the industry and learn about best practices from my colleagues. Overall, the extrinsic values that I gained from my internship journey helped me stay motivated and engaged throughout the duration of my internship.

Training Reflection

Department, roles, responsibilities, assignment and tasks

When I reflect on my internship experience, I am grateful for the opportunity to work with such a talented and dedicated team. Throughout my time with the company, I was able to gain valuable insights into the industry and learn about best practices from my colleagues. This experience helped me develop my technical skills and allowed me to work on challenging projects that I am proud of. Additionally, I appreciated the support and guidance that I received from my supervisor, who took the time to mentor me and provide feedback on my work. These extrinsic values, such as the opportunity to learn from and work with experienced professionals, were crucial in keeping me motivated and engaged throughout the duration of my internship.

I assisted Megajana staff members with everyday administrative tasks and program or event administration. I had the opportunity to learn about the chiller industry and how it relates to my field of study in finance. I gained a better understanding of the financial aspects of the business, including budgeting, forecasting, and cost analysis. I also learned how to analyze financial statements and use financial data to make informed decisions. I've gained exposure to the real world of working in the industry.

Working at the District Cooling System Company, I had the opportunity to learn about and work with various technical systems and equipment related to chiller systems. I learned how to troubleshoot technical issues and to use various software programs to manage data and information. These technical skills will be valuable in my future career, especially if I work in a technical or engineering role.

SWOT Analysis

STRENGTHS

- Experienced and knowledgeable team
- Strong reputation for delivering high-quality services
- Strong relationships with clients

Weaknesses

- Limited geographic reach
- Relatively small size compared to some competitors
- Limited financial resources



Opportunities

- Expansion into new markets and regions
- Development of new services and solutions
- Growing demand for sustainable cooling solutions

Threats

- Competition from larger, more established players in the industry
- Economic challenges and uncertainty
- Rapidly evolving technological landscape.

SWOT Analysis



STRENGTHS

- **Experienced and knowledgeable team**

Megajana has an experienced and knowledgeable team that has a deep understanding of the technical and operational aspects of district cooling systems. This expertise allows the company to deliver high-quality services and solutions to its clients.

- **Strong reputation for delivering high-quality services**

The company has a strong reputation for delivering high-quality services and meeting its clients' needs. This reputation has helped the company to establish long-term relationships with its clients and to win new business.

- **Strong relationships with clients**

The company has developed strong relationships with its clients, which has helped to build trust and loyalty. These relationships have also enabled the company to better understand its clients' needs and to tailor its services to meet those needs.

WEAKNESSES

- **Limited geographic reach**

The company's geographic reach is limited, which could limit its growth potential in the future. This is because the company is currently focused on serving clients in a specific region, which could limit its ability to win new business in other regions.

- **Relatively small size compared to some competitors**

The company is relatively small compared to some of its competitors, which could limit its ability to compete on price and to invest in research and development.

- **Limited financial resources**

The company has limited financial resources, which could limit its ability to invest in new technologies and to expand into new markets.

SWOT Analysis



OPPORTUNITIES

- **Expansion into new markets and regions**

The company could explore new markets and expand its services to new regions. For example, it could explore opportunities in the rapidly growing Southeast Asian market, where there is increasing demand for sustainable cooling solutions.

- **Development of new services and solutions**

The company could develop new services and solutions that differentiate it from its competitors and meet the evolving needs of its clients.

- **Growing demand for sustainable cooling solutions**

There is growing demand for sustainable cooling solutions, which represents an opportunity for the company to grow its business and to establish itself as a leader in the industry.

THREATS

- **Competition from larger, more established players in the industry**

The company faces competition from larger, more established players in the industry, which could limit its ability to win new business and to establish itself as a leader in the industry.

- **Economic challenges and uncertainty**

The company is exposed to economic challenges and uncertainty, which could impact its ability to grow its business and to invest in new technologies.

- **Rapidly evolving technological landscape**

The technological landscape is rapidly evolving, which could make it difficult for the company.

SWOT Analysis



&

PESTEL

- *POLITICAL*
- *ECONOMIC*
- *SOCIOLOGICAL*
- *TECHNOLOGICAL*
- *ENVIRONMENTAL*
- *LEGAL*

POLITICAL

- Opportunities

The government is supportive of sustainable cooling solutions, which could create opportunities for the company to win new business and to establish itself as a leader in the industry.

- Threats

Political instability and uncertainty could impact the company's ability to operate in certain regions.

ECONOMIC

- Opportunities

The growing demand for sustainable cooling solutions represents an opportunity for the company to grow its business and to establish itself as a leader in the industry.

- Threats

Economic challenges and uncertainty could impact the company's ability to grow its business and to invest in new technologies.

SOCIOCULTURAL

- Opportunities

There is increasing awareness and concern about environmental sustainability, which could create opportunities for the company to win new business and to establish itself as a leader in the industry.

- Threats

Changing customer preferences and expectations could impact the company's ability to meet the evolving needs of its clients.

SWOT Analysis



&

PESTEL

- *POLITICAL*
- *ECONOMIC*
- *SOCIOLOGICAL*
- *TECHNOLOGICAL*
- *ENVIRONMENTAL*
- *LEGAL*

Technological

- Opportunities

The company could invest in new technologies to improve the efficiency and effectiveness of its services and solutions.

- Threats

Rapidly evolving technologies could make it difficult for the company to keep up with its competitors and to meet the evolving needs of its clients.

Environmental

- Opportunities

The company's focus on sustainable cooling solutions aligns with the growing demand for environmentally friendly products and services.

- Threats

Climate change and other environmental challenges could impact the company's ability to operate in certain regions.

Legal

- Opportunities

The government may introduce new regulations and incentives to promote sustainable cooling solutions, which could create opportunities for the company to win new business.

- Threats

The company may face legal challenges and regulatory hurdles in certain regions.

Discussion & Recommendation

Discussion

Based on the SWOT and PESTEL analyses that I conducted, it is clear that there are both opportunities and threats that Megajana must consider as it seeks to grow its business and establish itself as a leader in the sustainable cooling solutions industry.

In terms of strengths, the company has a strong track record of delivering high-quality services and solutions to its clients. Additionally, its focus on sustainability and environmental responsibility aligns with the growing demand for eco-friendly products and services. However, the company also faces several weaknesses, including a lack of brand recognition and limited resources for research and development.

Looking at external factors, there are several opportunities that Megajana could leverage to grow its business. For example, there is increasing awareness and concern about environmental sustainability, which could create opportunities for the company to win new business and establish itself as a leader in the industry. However, there are also several threats that the company must consider, including political instability and uncertainty, economic challenges and uncertainty, and rapidly evolving technologies.

From the PESTEL analysis, I found that Megajana is impacted by political and economic factors such as changes in trade policies and currency exchange rates. Changes in trade policies can impact the company's ability to import and export products, which can affect the company's supply chain and production efficiency. Currency exchange rates can also impact the company's financial performance, as fluctuations in currency exchange rates can affect the costs of materials and the prices of products.

Discussion & Recommendation

Recommendation

In analyzing Megajana's financial performance, I found that their revenue has been declining over the past year. This is likely due to the increasing competition in the industry and a need to diversify their product offerings. Additionally, the company's supply chain management could be improved to reduce costs and improve production efficiency. The company could benefit from implementing a new inventory management system to better manage their supply chain. Additionally, the company could improve their relationships with suppliers to ensure that they are getting the best prices for their materials.

To address the challenges facing Megajana, I recommend that they focus on diversifying their product offerings. This could include developing new products that are in line with current industry trends, such as smart energy management systems. Additionally, the company could consider expanding its geographic reach by entering new markets. This could help increase their customer base and revenue.

To improve their supply chain management, Megajana, the company could implement a new inventory management system that would allow them to better track their materials and reduce waste. Besides, the company could improve their relationships with suppliers to ensure that they are getting the best prices for their materials. By implementing these recommendations, the company could improve its financial performance and position itself for long-term success.

To expand their customer base, Megajana. should consider targeting new markets, such as industrial or commercial customers. The company can also develop new products and services that meet the needs of their customers, such as energy-efficient cooling systems. To address the issue of limited resources, the company can consider partnering with other companies or investors to raise capital for expansion. Finally, the company should invest in new technologies to improve its operations and reduce costs. This can include the use of smart sensors to monitor system performance or the use of renewable energy sources to power their cooling systems.

Discussion & Recommendation

Recommendation

In terms of the PESTEL analysis, Megajana operates in a stable political environment, which is conducive to business growth. The company can take advantage of this by continuing to invest in their operations and expanding their customer base. The growing economy also provides opportunities for business growth, and the company can take advantage of low interest rates to invest in new technologies and expand their operations. The company can also use technology to develop new products and services that meet the needs of their customers.

To address the political and economic factors impacting the company, I recommend that they conduct regular assessments of the global market and adjust their strategies accordingly. This could include expanding into new markets or shifting their focus to regions with more stable political and economic environments.

Based on these analyses, I would recommend that Megajana focus on several key strategies to grow its business and address the challenges it faces. First, the company should invest in research and development to create new and innovative products and services that meet the evolving needs of its clients. Additionally, the company should focus on building its brand and reputation through targeted marketing and public relations efforts.

Overall, the company should consider expanding its operations into new and emerging markets, particularly those where there is strong demand for sustainable cooling solutions. My analysis shows that the company has a strong foundation but faces challenges in a rapidly changing industry. By implementing the recommendations I've outlined, the company can improve its performance and remain competitive in the long term. Additionally, by staying informed about global market trends and political and economic factors, the company can adjust its strategies to remain resilient in the face of changing conditions. By pursuing these strategies, the company can position itself for long-term success and growth in the sustainable cooling system industry.

Conclusion



To sum up, looking back on my internship experience, I am incredibly grateful for the opportunity to work at the District Cooling System company. Throughout my time there, during my six-month job at Megajana, I was able to develop a wide range of skills and knowledge that will be useful in my future career. I learned a lot of new things and got to try out new skills. I was able to apply what I had learned in the past and at the same time further my knowledge by keeping up with the alterations that were coming since I was focused and ready to learn.

During my time at this company, I've been able to connect the dots. I can also use my knowledge to help other areas of interest that aren't in my field of expertise. This includes knowing more about areas of knowledge other than Business Administration (Finance). This includes energy, engineering, business development, finance, and many others.

With a strong knowledge of how important it is to be sustainable, I made it a personal goal to include this value in many of the things I am interested in. In terms of my career, the job helped me learn more about how to build value not just in the utilities industry, but also in other fields. There are many things to think about, some of which are different from what I learned in UiTM. These include how to work in a company, the technical and soft skills needed, also an understanding of how markets and businesses work around the world.

As I got better at my job, I realized that the six-month training wasn't enough for me to learn everything. I am confident that the skills and knowledge that I gained during my internship will be useful as I pursue my career in finance, and I look forward to continuing to develop my skills and knowledge in this field. Last but not least, I think the subject of internship should be a core topic. From that, they can teach students how to be good employees when they get jobs in the future.

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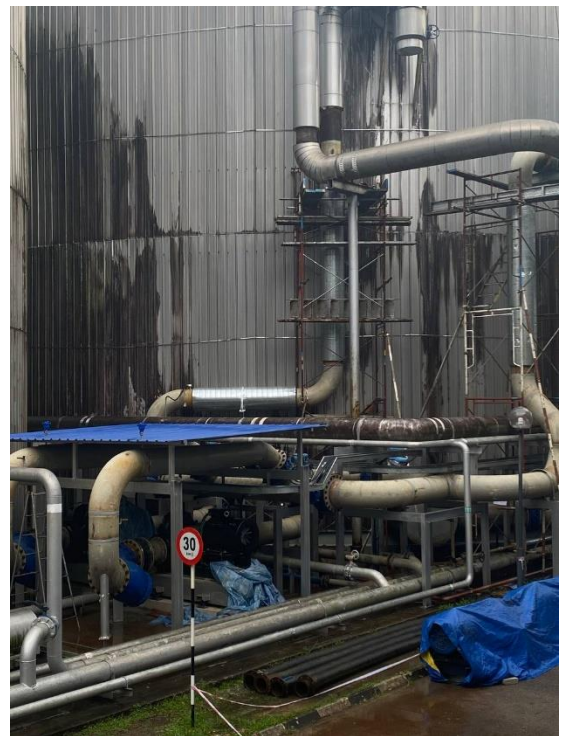
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Appendices



Area around Megajana



Appendices



Site visit with University
Sunway to visit the Cooling
Plant



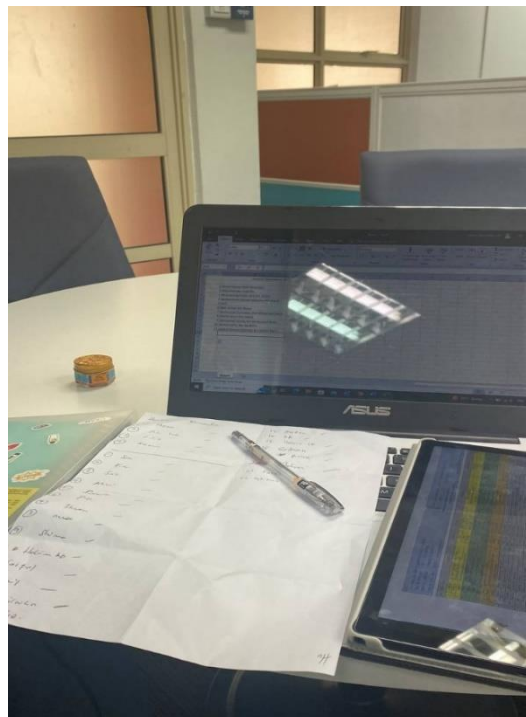
Appendices



Megajana Staff Essential Program together with HR Cyberview



Files that need to be scanned and removed for the project assigned to me



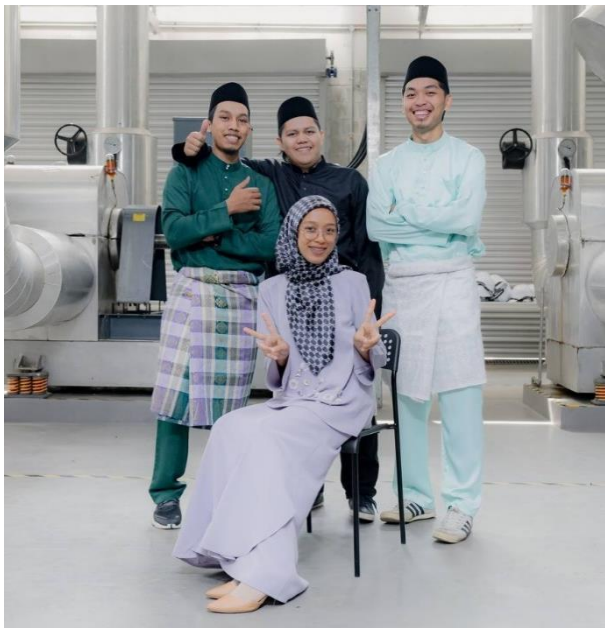
Daily administrative task which is key in data

Appendices



Open House Cyberview

Appendices



Open House Megajana

Appendices

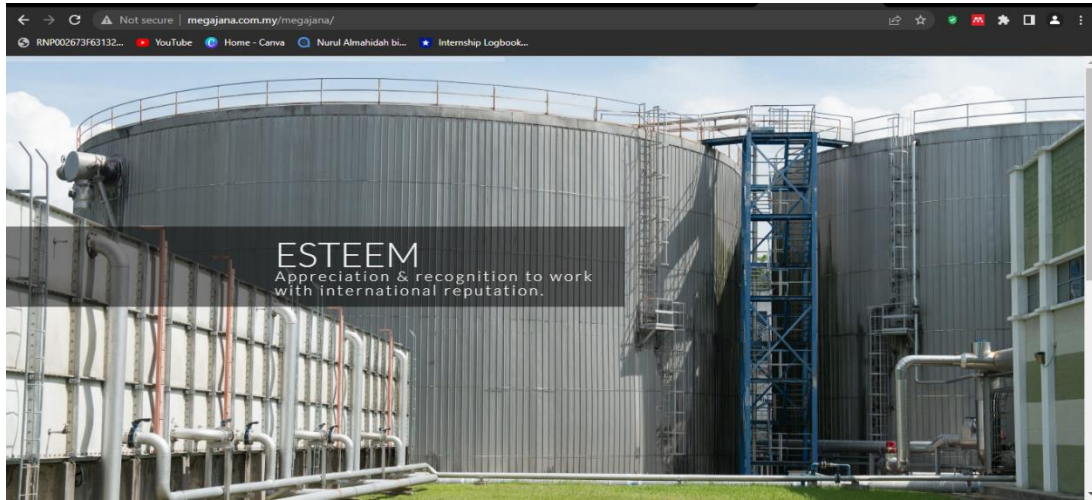


Play badminton with Cyberview staff

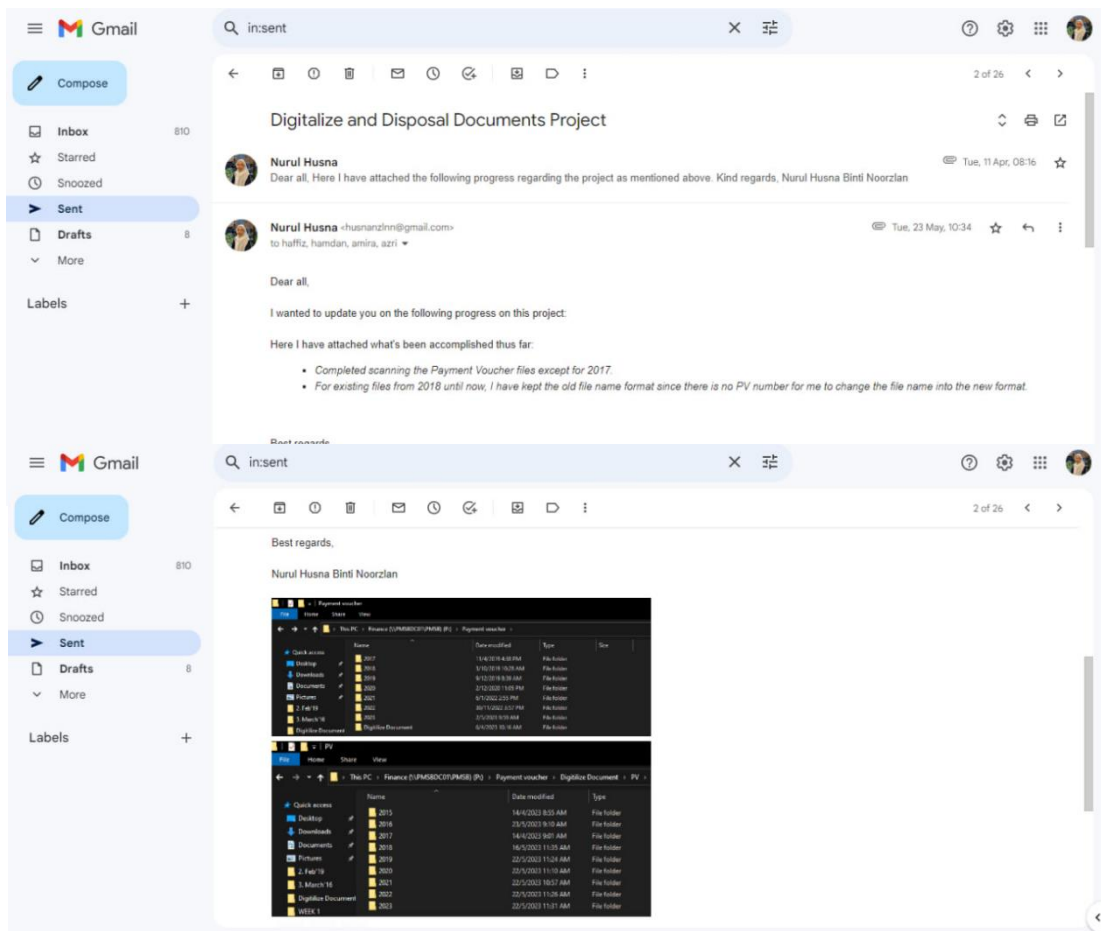


Exercise every Wednesday morning before starting work

Appendices

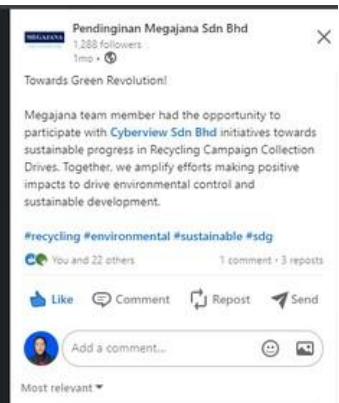
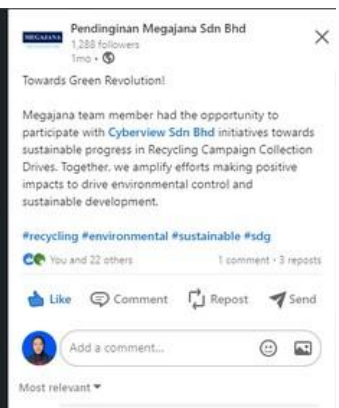
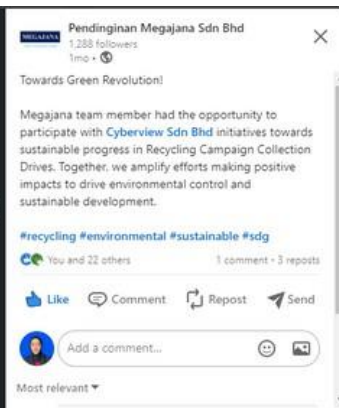
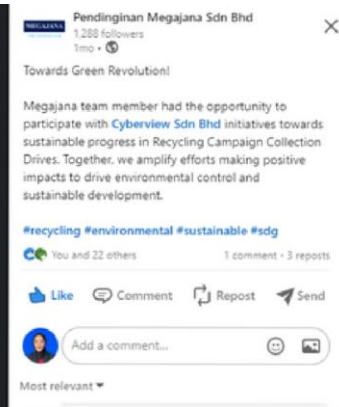


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