

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

MGT 666 - INTERNSHIP



INDUSTRIAL TRAINING REPORT

SWOT ANALYSIS OF TENAGA NASIONAL BERHAD KUALA LIPIS

TENAGA NASIONAL BERHAD (KUALA LIPIS)
12 August 2024 - 24 January 2025

Prepared by:

AISYAH BINTI MOHAMAD MOKHTAR 2022815862 M1BA246 6C

SURAT KEBENARAN

Tarikh :		
Kepada:		Maklumbalas (/)
Penyelaras Latihan Praktikal Fakulti Pengurusan Perniagaan UiTM Kampus Bandaraya Melaka 110 Off Jalan Hang Tuah 75300 Melaka No Tel : 06-285 7119 / 7190 / 7196 Email : praktikalfppmelaka@uitm.edu.my		Setuju Tidak Bersetuju

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No. Matriks	2022815862	Nama Program	BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS
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NURUL SAFIKAH BINTI ZAINAL ABIDIN CUSTOMER CARE OFFICER- KUALA LIPIS RETAIL DIVISION, SME & RESIDENT TENAGA NASIONAL BERHAD Cop jabatan/organisasi:



EXECUTIVE SUMMARY

From 12 August 2024 to 24 January 2025, I completed my industrial training at Tenaga Nasional Berhad (TNB) Branch Kuala Lipis, which is fully detailed in this report. I have gained a lot of information from my internship, which has focused on applying academic knowledge and comprehending one of the top administrative entities.

Business Support Office and Retail, SME & Resident were among the units I had the opportunity to work with during my internship. Managing paperwork, attending meetings and interacting with customers were all part of my organized responsibilities. I might be able to get insight into the working world through such hands-on experience.

Both the actual experience in operations and the communication skills I acquired from my internship were excellent. I also learnt a lot from administrators in any firm about document management, customer service and the need of maintaining the highest standards.

It was an extremely enriching internship at TNB Lipis. My career development was greatly aided by my time in this program. I'm sure the knowledge that I gained from this will be crucial to the advancement of my profession. My future career is kept on a highly beneficial path by the mentors and team I worked with at TNB. I am so grateful to the staff at TNB Kuala Lipis for their guidance and assistance.

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ACKNOWLEDGEMENT

First and foremost, I am fortunate to have finished my internship report this semester, thanks to Allah S.W.T. My internship at Tenaga Nasional Berhad's Kuala Lipis branch provided me with an excellent opportunity to study, expand my knowledge and hone my major-related abilities. The fact that I had the opportunity to network and meet a professional who would mentor me throughout my internship, which runs from 12 August 2024 to 24 January 2025 makes me feel even more thankful.

After that, I would like to thank Tenaga Nasional Berhad, in particular the BSO department, for helping me finish my SWOT analysis project during the training by guiding and continuing to teach me about the responsibilities linked to my studies. I would like to take this opportunity to thank Puan Kiah binti Kamaruddin, the administrative assistant at BSO, for her advice and direction in assisting me to complete my report. I also want to thank all of the staff members who helped me throughout my internship.

Then, the time I spent working as an intern at Tenaga Nasional Berhad from August 2024 to January 2025 would always be a memorable one since I learned a lot and experienced a lot. Furthermore, I would like to express my gratitude to Madam Norraeffa binti Md Taib, my internship adviser who is responsible for overseeing my internship this semester and helping me finish the analysis. In addition, I would like to express my gratitude to all of the instructors at UiTM Bandaraya Melaka as well as my friends who gave me all the support I needed, particularly during my internship. Finally, I would like to express my gratitude to my family for their support during my internship.

1.0 STUDENT'S PROFILE



AISYAH BINTI MOHAMAD MOKHTAR

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LANGUAGES

- English
- Bahasa Melayu

PROFILE SUMMARY

An undergraduate student that seek for work that allow for learn new things and can adapt work environment. Have own career objective that want to join a company that offer a stable and positive atmosphere and inspires to enhance.

EDUCATION

2022 - Present UITM BANDARAYA MELAKA

- Bachelor of Business Administration (Hons.) International Business
- GPA: 3.32

2019 - 2022 UITM RAUB

- · Diploma in Banking Studies
- GPA: 3.83

SKILLS

- Cultural Awareness
- · Emotions intelligence
- Teamwork
- · Time Management
- Microsoft Office
- CANVA

WORK EXPERIENCE

Tenaga Nasional Berhad

Internship

12/08/24 - 24/01/25

- Intern at Business Support Unit (BSO)
- Key-In data
- · Join corporate meeting
- · Learn about operation system

Fiza Group Sdn. Bhd.

General Worker

2022

2018-2019

- Update expenses, stock, sales and profit
- · Do last quality check
- · Make and print receipt for any purchase

Koperasi SMK Setia Wangsa Berhad

General Worker

- Make sure have enough stock
- Cashler
- · Arrange stock neatly in store

INVOLMENT AND ACHIEVEMENT

Bureau of Activities and Culture (2024)

Academic visit in Padang, Indonesia

Assistant Treasurer (2024)

Path to Personal Growth Together

Venue Decoration and Preparation Committee (2023) Track Preparation and Activities Committee (2023)

• UITM Alumni Fun Run

Bronze Award International Teaching Aids Competition 2023

· Project tittle: What is insurance

REFERENCE

Norafizah binti Mohammad Fiza Group Sdn. Bhd.

011 - 5399800

hafizahmohammadempire@gmail.com

2.0 COMPANY'S PROFILE

2.1 COMPANY'S BACKGROUND



Figure 1: Logo of Tenaga Nasional Berhad

Founded in 1949, Tenaga Nasional Berhad (TNB) is a long-standing and illustrious Malaysian energy corporation with a rich heritage. Having gone through a series of transformations, Central Electricity Board was subsequently privatized and incorporated under TNB in 1990. Today, TNB stands out as the largest utility energy corporation in Malaysia, with a role in generating, distributing and transmitting power in Sabah, Labuan and Peninsular Malaysia. With a corporation that takes care of millions of countrywide customers, TNB is paramount in national development and growth in terms of economy. For its dedication in offering reliable and efficient power, TNB stands out in its role in the energy sector in Malaysia.

A dominant player in offering energy in Malaysia, TNB handles generating, transmittal, and distribution of power to millions of national consumers. Households, companies and industries have a continuous flow of electricity courtesy of the corporation's widespread network of generating plants, transmittal lines and distribution networks. TNB earns a strong reputation as an ethical corporation citizen for its dedication in offering reasonably priced and environmentally friendly options for energy.

Apart from its principal activity in supplying energy, TNB actively takes part in a range of ventures in supporting community development and environmentally friendly development. In an attempt to lessen its footprint and introduce a cleaner future, the corporation invests in renewable sources of energy such as solar and hydroelectricity. TNB also funds a range of community development programs in environment conservation, medical care and education. Maintaining national changing energy requirements is facilitated through the corporation's quest for innovation, sustainability and community contribution.

2.2 LOCATION OF TENAGA NASIONAL BERHAD ON MAP



Figure 2: Location of Tenaga Nasional Berhad Kuala Lipis On Map

Tenaga Nasional Berhad, Jalan Lipis/Benta 27200 Kuala Lipis, Pahang, Malaysia



Figure 3: Tenaga Nasional Berhad (TNB) Kuala Lipis Building

2.3 VISION

"To deliver excellence in their products and services."

2.4 MISSION

"To be among the leading corporations in energy and related businesses globally."

2.5 OBJECTIVE

The goal of Tenaga Nasional Berhad (TNB) is to become a major supplier of sustainable energy solutions both domestically and abroad. Using efficient technology, investigating greener energy sources for improved power security and digitizing the utilities sector are their main goals in order to speed up the energy transition and combat climate change. In addition, TNB aims to improve the world by enhancing lives with creative and sustainable solutions.

2.6 CORE VALUES

- Integrity
- Collaborative
- Professionalism
- Customer centricity
- Forward thinking
- Mindfulness

2.7 INTRODUCTION TO DIVISION/ UNIT

2.7.1 TNB Distribution Network

The Distribution Network division plans, constructs, operates, repairs and maintains, and manages the assets of the Peninsula Malaysia distribution network's 33 kV, 22 kV, 11 kV, 6.6 kV and 415/240 volt systems.

2.7.2 TNB Global Business Solution

Officially, TNB Global Business Solutions (TGBS) began operations on September 1, 2019, as a division of TNB. TGBS is proud to support TNB's operations and operations by offering a broad range of solutions and services. Fleet management, TNB Healthcare, Corporate Affairs, Property Services, Health Safety Environment (HSE), Procurement Services, Human Resource Services, Business Support Office (BSO) Services, Finance Services and Security Services are all covered by this.

2.7.3 TNB Retail, SME & Resident

The Retail Division was established in 2018 with the goal of providing value to our customers, employees, and shareholders. We are committed to providing customer-centric experiences across all customer channels - Click, Call and Come Over - through 13 state offices, 125 Kedai Tenaga, and three CareLine offices nationwide. Our mandate also includes developing energy solutions that go beyond energy services and provide a smart energy lifestyle to targeted customers ranging from large corporations to small and medium-sized enterprises, microbusinesses and residential customers.

2.7.4 TNB Energy Service

Tenaga Nasional Berhad (TNB), the national electricity provider in Malaysia is the sole owner of TNB Energy Services (TNBES). Renewable Energy (RE) projects are its primary and it specializes in offering green energy solutions and services.

3.0 TRAINING REFLECTION

During my internship at the Tenaga Nasional Berhad (TNB) Kuala Lipis branch, which ran from August 12, 2024 to January 24, 2025, I had the chance to work in the Business Support Office (BSO) of TNB Global Business Solution. I also got the chance to work in the TNB Retail, SME & Resident department. Monday through Thursday, from 8 a.m. to 5:15 p.m. and Friday, from 8 a.m. to 5 p.m. This six-month internship experience was involving and life-changing. It combines real-world practical applications with theoretical information from the current classroom setting. This internship offers an extensive knowledge of management, customer service and administration.

3.1 ROLES AND RESPONSIBILITIES

3.1.1 TNB Global Business Solution

I have been assigned to the Business Support Office (BSO) department under TNB Global Business Solution. Supporting TNB's operations is the responsibility of this division. I was introduced to the company systems which are ECM, PO, PR and MySCC. The system that they use in their routine work, they all are mostly related to that system. However, for the starting period, I have been given simple tasks first such as writing down minutes of the meeting like Daily Review Meeting (DRM) which is held 2 times per week and Supervisory Review Meeting (SRM) which is held 2 times per month. I also taught how to use and manage the photocopy machines since most of the tasks required me to use those machines.

BSO also handles events that are made at the office. They must update the system used for events to make sure of stacking meeting room and open space bookings between the bookings made by the unit that requires it. In addition, providing equipment such as

projectors and sound systems, food is also provided if requested. TNB has a lot of systems that I can study during my internship, one of which is to update office utility bills from "Pengurusan Air Pahang Berhad" (PAIP) and "Telekom Malaysia" (TM) every month.

Another lesson that I got at Tenaga Nasional Berhad (TNB) was that the process of filing allows documents to be safely stored and arranged for easy and quick access. It can increase efficiency and productivity and is a necessary skill for office managers. Filing process also to ensure documents are not lost and easy to find when needed. The process of securely and responsibly eliminating extraneous data is known as document disposal. I become familiar with the procedures both prior to and following the disposal process.

3.1.2 TNB Retail, SME & Resident

Besides the BSO department, I was also assigned to TNB Retail, SME & Resident. In this department, my first task is to do the real phone call with the customer of TNB. The purpose of calling them is to inform and make sure the information that they give or use is still accurate before I update at Google Sheet. This is my first time handling a phone call during my internship. That task was not easy for me because I have a fear and easily panic when it comes to dealing with people either in a phone call or in person. This was not easy as people said. However, I have handled that task with success. Additionally, I was asked to key in some customer data to make sure that data accrued with the call that I did.

Other than that from the Retail, SME and Resident unit, I learn more about customer care and corporate. I was given exposure to meetings related to programs carried out in Kuala Lipis such as the Pahang Menteri Besar's work visit program to the Lipis district. As part of the customer program, the SME unit conducted an electricity education program in Pahang state schools. SMK Clifford was selected as the host school by TNB Kuala Lipis for their Energy Race program. Retail, SME and resident units also go from area to area to meet customers. This is to ensure that the data they obtain about their customers is still valid. I was also exposed to the procedure before, after and after carrying out the power cut operation. This operation is carried out under the credit management unit, which is one of the units under the Retail, SME & Resident division.

3.2 GAINS DURING INTERNSHIP

3.2.1 Benefits

One of the benefits is that I get an allowance every month which is RM500. I also enjoy the access to the office building. Each level in the office has their pantry room. The pantry room has fridges for storing the food and is also equipped with a Coway water machine. There are also free snacks for the employees. Additionally, there is a surau at level two to accommodate Muslim employees for prayers. There is also a gymnasium at level two for workers to exercise after work. These amenities made the workplace more comfortable and convenient.

3.2.2 Knowledge and skills

I learned so much and developed a wide range of skills during my internship at TNB Kuala Lipis that will be extremely helpful to me as I continue to advance in my career. At the top of the list are improved administrative skills brought about by hands-on experience with paperwork, document processing and official record keeping. Through hands-on experience, I have gained insight into the operations of bureaus and learned the value of accuracy and meticulousness in government.

As I typically use office software like Microsoft Word and Excel during my internship, this has also helped me become more technically proficient with it. I gain knowledge about data analysis and document creation and formatting. In order to conduct research, organize data and effectively present the results to the organization, these abilities are essential. In order to conduct research, organize data and effectively present the results to the organization, these abilities are essential.

Additionally, the internship at TNB offers me chances to improve my communication and interpersonal skills through regular encounters with coworkers, managers and people in general. I became proficient in effective communication in every verbal and written capacity from attending meetings to writing reports. Gaining proficiency in these areas enables me to connect with numerous stakeholders and establish business relationships while working in teams.

SWOT ANALYSIS STRENGTH **WEAKNESS** STRONG TEAMWORK LACK OF STAFF GOOD GOVERNANCE LIMITED TECHNOLOGICAL INTEGRATION CORPORATE WELLNESS PROGRAM HIGH WORKLOAD TRAINING PROGRAM COMPLAIN FROM CUSTOMER **OPPORTUNITY** THREAT CAREER OPPORTUNITY COMPETITION FROM IPP DIGITAL TRANSFORMATION ECONOMIC FLUCTUATIONS GOVERNMENT INCENTIVES NATURAL DISASTER AND CLIMATE RENEWABLE ENERGY TRANSITION CHANGE **ELECTRICITY THEFT**

Figure 4: SWOT Analysis

4.1 STRENGTHS

4.1.1 Strong Teamwork

Teamwork is a group of individuals working together towards a shared objective. Teams can manage complex jobs and obstacles in a better manner than any individual could alone, for they pool together a variety of skills, viewpoints and expertise (Salas et al., 2020). Clear communications, a shared sense of accountability and proper tools and resources must be present for effective collaboration in order to maintain everyone working towards a common objective and motivation (Criteria for Success, 2019).

The theory can be seen at work at Tenaga Nasional Berhad Kuala Lipis, with workers cooperating effectively, particularly when preparing for new events. With an awareness of potential unforeseen obstacles, they work together effectively in planning for successful delivery. Despite a plan, it cannot necessarily suffice in maintaining workers motivated when balancing family and individual life with work-related requirements for events. To deliver, they must navigate through obstacles, become motivated and effectively communicate with one another. With collaboration, increased productivity and a shared purpose can occur.

To enhance collaboration at TNB Kuala Lipis, work-life balancing strategies and individual contribution acknowledgement during times of high tension could work in its favor. This could involve flexible work schedule accommodations, additional supporting tools and acknowledgement of individual contribution during times of high tension. TNB Kuala Lipis can develop a supportive and positive environment conducive to even increased collaboration and success through valuing individual requirements and acknowledging group achievement.

4.1.2 Good Governance

Governance defines accountability and decision-making powers, and constitutes a key basis for an organisation's management. Governance describes administration processes guiding workers and for responsible, transparent and effective operations. As per the Chartered Governance Institute (2021), effective governance maximizes organisation success and effectiveness.

Tenaga Nasional Berhad (TNB) acknowledges sound governance in providing efficient and orderly operations, and its importance in delivering efficient and orderly operations. TNB's governance model prioritizes compliance with laws and ethics and in addition, addresses concerns for its stakeholders, including its workers, buyers and society at large and for its shareholder concerns for sustainability. TNB reflects its concern in its prioritization of satisfying society, curbing corruption and consideration for minorities' concerns (OECD, 2020). The 2020 TNB Integrated Annual Report identifies its governance model, including a Board of Directors for supervision and direction and boards for audits, for risk and for sustainability. This model ensures transparency and accountability in decision-making processes.

TNB aims at providing long-term value for its stakeholders through integration of sound governance in its operations, and towards contributing towards Malaysia's sustainability. TNB's commitment towards sound governance not only strengthens its in-house operations, but inspires trust and confidence in its stakeholders, and in turn, towards its long-term success and sustainability.

4.1.3 Corporate Wellness Program

Corporate wellness programs for overall wellness for workers through access to tools and programs for mental and physical wellness. Examples include fitness classes, mental wellness programs, seminars for stress management and medical screenings. Employee wellness investments can pay many dividends for companies in terms of lowered medical costs, increased productivity and a morale boost and lowered turnover (Mujtaba & Cavico, 2018).

Tenaga Nasional Berhad (TNB) acknowledges the importance of a healthy workforce and initiated a range of programs for a wellness workplace environment. In a 2023 Annual Report, a full-fledged program is documented, but concern for workers' wellness is not new for TNB. TNB's 2020 Integrated Annual Report emphasized work-life harmony and a healthy workplace environment. Employee care programs and flexible work arrangements represent such concern (CIPD, 2020).

The intention of TNB in prioritizing workers' wellness is a happy, healthy and productive workplace environment. Not only is it healthy for workers individually, but healthy for overall success and viability for the corporation, as well. Employee wellness investments represent a concern for caring for workers holistically, and it can make for a positive workplace environment, increased work engagement and, subsequently, an improvement in organizational performance.

4.1.4 Training Program

Employee training is significant in imparting workers with skills and expertise in becoming successful in work. Employee training raises performance, productivity and efficiency through competency and confidence development. Well-trained workers make fewer errors and adapt with ease to workplace change. Employee training raises motivation and job satisfaction through career and individual development. Employee training aids workers and companies in developing a knowledgeable, flexible and motivated workforce (Noe, Hollenbeck, Gerhart & Wright, 2023).

Tenaga Nasional Berhad (TNB) values training workers and investing in skill improvement, expertise and safe practice improvement programs. Employee training assurance through such an investment yields a high level of skillful workers capable of responding to changing requirements in the energy field. Areas touched in training programs include technical expertise, safe practice, operational practice and leadership development. TNB organizes such programs through a variety of channels, including web platforms, external schools and in-house training schools (Aguinis & Kraiger, 2020).

Though current training programs appear in TNB's 2023 Annual Report, TNB's commitment to developing workers is long-term in orientation. In its 2020 Integrated Annual Report, TNB emphasized "constant development and improvement" and "human capital development." TNB seeks to boost operational efficiency, minimize accident occurrences and maintain high service delivery through prioritization of training workers. Employee development through such an investment not only aids individual workers but aids in developing a successful and competitive entity in the ever-evolving energy field for a long duration of time.

4.2 WEAKNESS

4.2.1 Lack Of Staff

An organization's operations and productivity can suffer a lot with a lack of workers. Usually, it tends to make present workers work even harder, and in consequence, can make them stressed, burn out and less happy with work. Employee morale and retention can suffer in consequence. Apart from interfering with service delivery, understaffing can slow down work, depress work standards and even make customers unhappy and cause loss of business. Organizations can counter such negative consequences through effective recruitment, maintenance and workload management techniques (Noe, Hollenbeck, Gerhart & Wright, 2023).

Lipis, with a scattered population and a large geographical area, presents specific manpower challenges for TNB. It takes a large workforce to cover the electrical infrastructure in such a large region. Yet, a range of factors such as competitive urban areas, restricted recruitment avenues and hostile working environments can make recruitment and maintenance of qualified workers in rural areas challenging.

The 2020 Integrated Annual Report recognises the value of "talent management" and "workforce maximization" in the overall company, even with a lack of specific information regarding TNB Lipis' manpower concerns in 2020. Apart, it attests TNB's dedication towards the "employee value proposition" in an endeavour to recruit and maintain talent. To react in a timely manner to outages, efficient maintenance and service, TNB must address manpower shortages in areas such as Lipis. That could include techniques such as providing career development avenues, competitive pay and allowances and working environment improvements.

4.2.2 Limited Technological Integration

A lack of technology integration can destroy an organisation's competitiveness and operational efficiency. Poor technology integration or technology failure can result in loss of productivity, unnecessary processes and information islands. Decision-making can become compromised, operational costs increased and it can become difficult to respond to changing trends in the marketplace. Inadequacies in technology integration can have a damaging impact in terms of providing incorrect information, slow response times and less personalized service experiences. Enterprises must make investments in technology infrastructure, workers' training and analysis of information in an attempt to effectively utilize digital tools and drive innovation (Davenport, 2018).

The issue is most applicable in TNB operations in Lipis. TNB overall success in digital transformation, rural areas such as in Lipis, often encounter obstacles in embracing new technology. Outdated infrastructure, poor connectivity and lack of willingness to change can all slow down technology integration. All these can result in slow response times,

inefficient communications, difficulty in collecting and processing information, all affecting service delivery, particularly in rural areas such as in Lipis, where timely maintenance and problem-solving is critical.

Though TNB 2020 Integrated Annual Report recognises the role of digitization and identifies such programmes such as smart meter installation and grid modernization, additional efforts must be initiated in a move to effectively counter technology integration obstacles in Lipis. TNB will have to make investments in robust digital infrastructure, implement full technology training and build an innovative and digitally empowered workforce. TNB will then be in a position to have a constant availability of electricity in all areas, including geographical ones such as in Lipis, and enhance operational effectiveness and service delivery (Gartner, 2020).

4.2.3 High Workload

Indeed, both individuals and organizations may suffer from excessive workloads. Overworked employees frequently experience higher levels of stress, anxiety, and fatigue (Michel et al., 2020). Burnout, a condition of emotional, physical and mental exhaustion brought on by prolonged or excessive stress, is one manifestation of this, along with decreased job satisfaction and increased absenteeism (World Health Organization, 2019). Besides influencing their performance at work, which can have major repercussions, burnout can also affect a person's general health and well-being.

Work overload can lead to reduced-quality work, a higher turnover rate, and decreased productivity, as supported by Galanti et al. (2021). Continuous overload may force workers to feel hurried to cut corners to meet the set targets, leading to errors and a decline in the quality of work. Moreover, a company culture defaced by a high level of pressure may influence employee morale and possibly lead to increased turnover as workers seek less demanding jobs.

This is particularly relevant to TNB employees in Lipis, where a large geographical area with perhaps a smaller staffing number can lead to a heavy workload. Every employee would then have a greater area and a greater variety of responsibilities to attend to; longer workdays and less time for breaks could lead to trouble in preserving a healthy work-life balance (De Menezes & Kelliher, 2021). This could eventually influence the morale, productivity, and general performance of the employees through stress, burnout, and a decline in job satisfaction. In this light, to lessen the adverse impacts of high workload on their employees in Lipis, TNB should consider the following: staffing increase, enhancing time management skills, and workload redistribution.

4.2.4 Complaint From Customer

A company's reputation, overall business performance, and customer satisfaction can all be greatly impacted by customer complaints (Fornell et al., 2020). Customer attrition, brand image harm and trust erosion can all result from negative reviews. They may also lead to unfavorable media attention, social media criticism and even regulatory examination. Customer complaints frequently draw attention to underlying operational problems like subpar service, ineffective procedures, or a lack of resources. Business enterprises can enhance customer satisfaction, increase operational efficiency, and consequently stimulate growth if they proactively participate in solving such problems. Skillful handling of complaints with the implementation of strong resolution procedures can change negative experiences into opportunities for improvement and increased customer loyalty.

The customer in this case was very unhappy about the recent power outage, which disturbed his daily routine and productivity, especially during peak hours. This frustration was exacerbated by the fact that the company did not timely update them on the cause of the outage and how long it would take. His overall experience was further deteriorated by the slow response time for the restoration of the power. The difficulty in reduced productivity, missed deadlines, and possible financial losses was further elaborated on during the outage.

There are several implications that TNB faces arising from this situation. First, it may damage TNB's brand image and erode customers' trust in its service delivery, especially in the affected area. Secondly, dissatisfied customers will probably seek alternative electricity providers, which can be linked to the higher customer churn. Thirdly, if the fault is due to negligence or failure to meet service standards, it will lead to regulatory scrutiny and possible penalties. Significantly, TNB's 2020 Integrated Annual Report emphasizes customer satisfaction while also highlighting efforts to improve communication and service quality. Addressing these concerns and implementing effective complaint resolution processes will help TNB strengthen customer relationships, mitigate the negative effects of service disruptions and reinforce its position as a dependable electricity provider.

4.3 OPPORTUNITIES

4.3.1 Career Opportunity

Career opportunities refer to all the available job openings for professional development in an organization, industry, or field. According to Noe et al. (2020), career opportunities, which offer professional and personal growth, include skill development, career transitions, promotion, and new roles. The availability and character are shaped by education, experience, skills, and industry trends.

While this commitment of the TNB Group towards the employee in respect to offering all varieties of career opportunities stands at large, each one pursues several career tracks, leading them towards specialized careers with interests. These are just from mere

technical power generation, transmission, and distribution to administrative careers like corporate affairs, finance, and human resources. These many opportunities also include staff contributing their skills and knowledge in various fields, reflecting the diverse departments and projects within TNB.

Besides, TNB's unstopped efforts towards renewable energy and digitization have translated into new and exciting job opportunities. The emerging industries are fraught with new challenges and opportunities for workers in acquiring new skill sets and helping the business fulfill its changing goals. World Economic Forum, 2020, By fostering an enabling environment on education and personal development, TNB empowers its employees to rise to their full potential as it sustains the growth and continuous success of the company.

While the specific examples and details regarding career opportunities were derived from TNB's website and annual reports, their public declarations and initiatives also showcase that they support the development of their employees. Their 2020 Integrated Annual Report, for example, features the company's efforts in placing greater emphasis on talent management and human capital development as a means of supporting employee development and creating further career opportunities.

4.3.2 Digital Transformation

With its effects on communication, corporate operations and social structures, digitalization has emerged as a major force behind industry change. Through task automation, workflow optimization, and remote work capabilities, it offers the advantages of greater creativity, productivity and efficiency (Schmidt & Wagner, 2020). But this change also brings up issues like cybersecurity risks, the digital divide and possible job displacement.

This trend can be clearly developed by the most important player of energy supply-Tenaga Nasional Berhad-which firmly embraces digitalization in order to enhance operation efficiency, further improve customer experience, and entrench its position within the transition journey of the energy market. Precisely in this vein, investments in Smart Grids technology and AMI allow for effectively optimizing power distribution and monitoring on the network in real time, as Schwab (2020) mentioned. TNB also gives importance to cybersecurity, depicting how important it is for TNB to protect customer information and critical infrastructure from cyberattacks in this digitalization era when everything is connected.

4.3.3 Government Incentives

Government incentives are incentives basically needed to encourage these certain economic projects, such as energy efficiency and renewable energy investments. Examples of incentives that could be given are in the form of tax breaks, direct financial assistance, or regulatory measures, among others. Government incentives have a great influence on TNB's operations and strategic directions, particularly in the promotion of renewable energy sources and the advance towards sustainable development.

In 2020, the government rolled out a raft of programs that eventually worked in favor of TNB in its plans for accelerating transition toward renewable energy sources. Among them was the feed-in tariff for financial incentives related to creating renewable generation. It attracted TNB in investing into various projects on solar, hydro-, and biomass power, which cut reliance on conventional fuels and enriched the generation mixture of TNB. Another law that gave further impetus to the renewable energy sector was the mechanism of Renewable Energy Purchase Obligation, or REPO, binding electricity providers like TNB to purchase a certain percentage of renewable energy.

Further, TNB most probably benefited from a variety of tax incentives that tend to stimulate funding in energy efficiency and renewable energy projects. Such incentives, which would reduce TNB's total liability and stimulate further investments in clean energy technologies, may include tax deductions, exemptions, or rebates.

4.3.4 Renewable Energy Transition

It basically means transition into cleaner and more sustainable forms of energy with a view to combating climate change and reducing dependency on fossil fuels. The term Transition to Renewable Energies characterizes the transformation of the present world economy that adopts renewable technologies in the forms of solar, wind, hydro, and biomass power.

By increasing manifold the type of renewable energy sources it supplies, Tenaga Nasional Berhad is actively pushing Malaysia toward a greener destiny. This commitment can be seen quite visibly in a number of key areas:

Solar Power

Large-scale Solar Farms: TNB is developing numerous solar photovoltaic power plants throughout the country. The electrical output from these solar farms-capturing abundant solar radiation of Malaysia-is clean electricity.

Floating Solar Power Plants: TNB is constructing floating solar power plants on the surfaces of hydro dam reservoirs as an effort to maximize energy generation with the best utilization of land. The catching process of floating solar plants allows using water bodies very efficiently.

Hydropower

Present Hydropower Plants: TNB still operates and maintains its existing hydropower plants, which rely on water movement to produce electricity.

New Hydropower Projects: The company is still studying how to develop new hydropower projects, particularly in areas where the supply of water is in surplus.

By investing in all these various renewable energy sources, TNB is not just reducing its carbon footprint but also helping Malaysia reach a low-carbon economy. This commitment to renewable energy is consistent with global efforts in mitigation of climate change towards transitioning to a more sustainable energy future, according to the International Renewable Energy Agency (2020).

4.4 THREAT

4.4.1 Competition From Independent Power Producer (IPP)

Electricity is generated by private entities called Independent Power Producers and sold to the national grid. In Malaysia, IPPs are major players in the country's overall supply through their operation in the power generation sector.

Independent power producers have contributed much to the electricity market in Malaysia through the infusion of competition. These private entities generate and sell electricity to the national grid, putting Tenaga Nasional Berhad (TNB) under pressure (Thillainathan, 2022). This competitive pressure has prompted TNB to improve efficiency, embrace innovation and cut costs. Furthermore, IPPs frequently introduce advanced technologies and novel power generation methods, compelling TNB to modernize its infrastructure and service delivery (Yeo, 2019). Competitive bidding for PPAs has contributed to the trend of lowering electricity prices and further hits TNB's sources of revenue. Even as these changes have so far presented varying levels of challenge to TNB, they have ultimately facilitated adaptation and evolution in the sector that better serves consumers through lower costs and heightened service quality (Thillainathan, 2022).

4.4.2 Economic Fluctuations

Tenaga Nasional Berhad (TNB) is experiencing significant operational and financial impacts as a result of economic cycles. During expansion periods, increased industrial activity and consumer spending increase electricity demand, boosting TNB's sales and revenue (TNB Integrated Annual Report, 2020). Economic contractions, on the other hand, can result in decreased electricity consumption as businesses cut back and consumers tighten their belts, reducing TNB's profitability. The performance of TNB is affected by the macroeconomic factors of inflation, interest rates, and fluctuations in the exchange rate. For

example, a change in the value of the Malaysian Ringgit may affect the price of imported fuel and equipment, while inflation may raise operating costs (TNB Sustainability Report, 2021).

In mitigating the risk from economic volatility, TNB has adopted a multi-faceted approach. These include leveraging regulatory frameworks, diversification of its business portfolio, and prudent financial management. The Incentive-Based Regulation (IBR) framework enables TNB to adjust tariffs in response to changes in generation costs, resulting in a more consistent revenue stream despite economic fluctuations (Energy Commission, 2020). Furthermore, TNB actively pursues diversification by entering new markets and expanding its renewable energy portfolio, which reduces reliance on traditional electricity generation and broadens revenue sources (TNB Sustainability Report, 2021). This is supplemented by an increasing emphasis on sound financial management, including hedging strategies designed to mitigate the risk of interest rate and currency volatility. TNB uses these measures to navigate economic cycles, maintain financial stability and ensure a steady supply of electricity.

4.4.3 Natural Disaster And Climate Change

Climate change and natural disasters are major threats to Tenaga Nasional Berhad's (TNB) infrastructure and operations. Floods, storms, and droughts can all cause major disruptions to TNB's electricity grid (TNB Integrated Annual Report, 2020). Floods can submerge power plants, substations and transmission lines, resulting in significant damage and power outages. Strong winds and storms can uproot trees and damage power lines, causing power outages across large areas. Droughts can lower the water level in hydroelectric dams, affecting the capacity to generate electricity. In addition, the increase in sea levels due to climate change threatens coastal infrastructure and power plants, putting them at risk of erosion and flooding (TNB Sustainability Report, 2021).

Climate change has increased the frequency and intensity of these natural disasters. Rising temperatures make heatwaves and droughts more frequent and severe (Ministry of Environment and Water, 2021). Heatwaves can increase electricity demand, especially for air conditioning, putting additional strain on the grid. Droughts can reduce the availability of water for hydropower generation and agriculture, affecting energy production as well as the overall economy.

TNB has implemented several risk-mitigation strategies. Specific plans involve investing in resilient infrastructure such as flood-resistant power plants, laying underground cables, drawing up emergency response plans that reduce damage from natural calamities, integrating climate change in long-term planning and investment decisions. TNB, according to the TNB Integrated Annual Report 2020, also seeks an increase in the share of renewable energy in its generation mix through reduced use of fossil fuel supplies and alleviating the negative impacts of climate change. It is also adopting advanced technologies to bring efficiency and reliability in the grid.

4.4.4 Electricity Theft

Electricity theft is one of the severe illegal activities containing serious risks and consequences. Various techniques include, but are not limited to: illegal re-connections after disconnecting, fraudulently intercepting meters showing under-consumption, direct tapping to high voltage lines of electricity, all of which turn into grave potential safety hazards-power electric shock and fires, extra overload-related damages to infrastructure. Aside from the immediate hazards, electricity theft costs utility companies a great amount of money, prices that are eventually passed on to the honest consumers. Besides, when electricity thieves are caught, they are either obliged to pay back all what they had stolen in addition to fines or face jail terms.

Electricity theft has caused many problems to Tenaga Nasional Berhad, the largest electricity utility company in Malaysia. As such, TNB is facing huge losses due to this illegal practice, which also could affect and dampen investments in infrastructure and service improvements. For example, recent reports show that TNB has lost over RM 400 million due to theft of electricity from 2020 until now (TNB, 2024). Actually, within two years from the year 2020 to 2021, the losses have surged tremendously from RM5.9 million to RM140.4 million. This pattern shows how rampant electricity theft is getting and how it is affecting the financial stability of TNB.

Besides that, electricity theft leads to problems of power quality other than losses in revenue. Voltage imbalances due to transformer overload by illegal usage of electricity lead to a possible interruption in power supply for their authorized users. "It puts the safety of the public at risk because it can cause accidents and even fatalities when electrical installations are tampered with" (Norzanah Rosmin, 2021).

5.0 DISCUSSION AND RECOMMENDATION

TENAGA NASIONAL Better. Brighter.	STRENGTH 1. Strong Teamwork 2. Good Governance 3. Corporate Wellness Program 4. Training Program	WEAKNESS 1. Lack of staff 2. Limited Technological Integration 3. High Workload 4. Complaint From Customer
OPPORTUNITIES 1. Career Opportunity 2. Digital Transformation 3. Government Incentive 4. Renewable Energy Transition	1. Optimize Customer Relationship Management (CRM) system effectively (S1, S4, O1) 2. Leverage government support and financial strength to expand renewable energy initiatives (S1, S4, O1)	 WO Strategies Strengthen mentorship program (W1,O1) Upgrade aging infrastructure to improve efficiency and reduce operational costs. (W2,O2)
 Competition from Independent Power Producer (IPP) Economic Fluctuation Natural disaster And Climate Change Electricity Theft 	1. Enhance corporate sustainability initiatives to address environmental concerns and meet regulatory requirements. (S3,T3) 2. Strategic partnerships to adopt energy-efficient and green technologies. (S1,S2,T1)	 WT Strategies Develop a comprehensive risk management plan. (W4,T3,T4) Introduce efficiency-enhancing technologies to reduce operational costs (W2,T1,T2)

Table 5.0 : SWOT Analysis

5.1 SO Strategies

5.1.1 Optimize Customer Relationship Management (CRM) System Effectively

TNB Kuala Lipis achieved operational objectives together with increased employee productivity through a multi-dimensional approach that integrates technological solutions with procedural optimization and workforce expertise improvements. Employees who attend targeted training programs receive current technical information along with modern customer service competencies which enable them to assist customers more efficiently (Noe et al., 2020). The combination of reduced service interruption durations and accelerated response capabilities leads to increased operational performance as well as elevated customer satisfaction results.

Organizations gain operational streamlining with automation combinations which create time for skilled staff members to focus on advanced strategic work. Limining customer relationship management tools backed by data analytics enables companies to generate data-driven decisions while repeating tasks through automation systems which enhances precision and reduces employee-dependent manual work (Tambe et al., 2021). The modern technology advances enable substantial growth in operational productivity along with improved efficiency.

TNB Kuala Lipis will achieve improved service delivery through this strategy which also simplifies operations and creates both a more productive work environment. Through its approach which supports both immediate efficiency needs and lasting organizational success the strategy promotes an environment of innovation and constant progress. TNB Kuala Lipis benefits from this investment through better potential success coupled with improved employee destiny.

5.1.2 Leverage Government Support And Financial Strength To Expand Renewable Energy Initiatives

Renewable energy projects benefit from the market leadership of Malaysia's largest power company Tenaga Nasional Berhad (TNB) combined with valuable public sector support. TNB needs this approach for achieving both their mission to shift to sustainable energy and their target to become net zero emitter by 2050.

TNB's 2020 Integrated Annual Report demonstrated how government policies and incentives serve to boost renewable energy development. Renewable energy investments receive essential promotion from government policies and incentive mechanisms which drive investment support according to the paper. Prefix System Holds. Solar Power development contracts through Its active engagement within the Large Scale Solar program administered by the government.

High financial stability at TNB allows the company to take big steps into renewable energy development initiatives. The company reports in its 2020 annual report that it has allocated major capital expenses for renewable energy development efforts. TNB's solid financial standings enable it to expand operationally in domestic and outside territories into solar energy and wind fields and hydropower infrastructure.

The combination of TNB's solid financial position along with government backing helps the company build renewable energy capabilities in its region while leading sustainable energy transformations for the area while simultaneously guiding Malaysia toward renewable energy goals.

5.2 WO Strategies

5.2.1 Strengthen Mentorship Program

Through enhanced development of TNB's recruitment mentorship program the PROTÉGÉ program will gain more benefits for both TNB employees and recruits. Incorporating strong mentorship into PROTÉGÉ enables TNB to deliver targeted support which helps new joins transition more effortlessly into the workforce and enhances organizational identification among members (Noe et al., 2020).

The technical plus soft skills training from PROTÉGÉ becomes more impactful when mentorship backs it up. The company's veteran staff members serving as mentors deliver essential information about TNB culture while offering career progression direction to program participants. Beyond the general understanding of responsibilities mentors help graduates handle organizational challenges and grow their professional TNB connections (TNB Integrated Annual Report, 2020).

An improved mentorship system enables PROTÉGÉ trainees to maintain higher skill retention levels after they graduate. Graduate staff who feel nurtured by mentors at TNB will develop enduring ties to the company that lead them to become long-term professional members. By building workforce engagement and motivation through support programs TNB achieves improved productivity along with enhanced performance (Noe et al., 2020).

TNB can achieve maximum results from its graduate employability and career development through the integration of robust mentorship programs within the PROTÉGÉ program. Through this strategic integration TNB will develop a supportive atmosphere that improves new recruit retention and enhances employee satisfaction and workplace engagement.

5.2.2 Upgrade Aging Infrastructure To Improve Efficiency And Reduce Operational Costs

TNB needs to modernize its aging equipment structure for better operational performance and maintenance cost reduction ensuring Malaysia maintains a stable electricity supply system into the future. Old infrastructure creates problems by causing more sustainable damage to equipment systems as well as additional costs for upkeep and more power interruptions (Knapp et al., 2020). TNB will maximize operational performance along with cost reduction through investments in modernizing its heritage power infrastructure.

Modernizing the transmission systems linked to distribution networks produces substantial efficiency enhancement potential. Smart grid technology upgrades which include advanced metering infrastructure and grid automation systems enable better energy transit and decrease both power distribution losses and enhance stability of the power grid delivery. Upgrades to power generation facilities deliver operational cost savings together with better reliability for electricity delivery to consumers. Changing aging inefficient power generation systems with novel efficient approaches leads to sizable energy cost reductions alongside fewer releases of greenhouse gases according to the International Energy Agency's 2020 report. TNB's transition to renewable energy sources requires immediate attention because of changing energy requirements.

The investment into infrastructure enhancements leads TNB toward more resilient power network performance against extreme weather and natural disasters. Cities that implement climate-resilient infrastructure systems and advanced technologies during updates will minimize direct damage from floods and storms and other climate-induced disturbances (World Bank, 2020). The electrical supply stability increases alongside a decrease in economic losses from disruptions to power supply. Through infrastructure upgrades TNB will generate substantial operational benefits and financial savings and enhance grid resistance while supporting Malaysia's forward-looking energy sustainability agenda.

5.3 ST Strategies

5.3.1 Enhance Corporate Sustainability Initiatives To Address Environmental Concern And Meet Regulatory Requirements.

The development of strong corporate sustainability practices represents an essential necessity for TNB to respond to increasing environmental problems while meeting changing regulations and guaranteeing lasting business performance. TNB uses its ESG (Environmental Social Governance) program to provide a system for including sustainability throughout business operations and decision systems (TNB Integrated Annual Report, 2022).

Environmental management practices require significant strengthening as an essential method for improving sustainability performance. The judicial policy seeks reductions in greenhouse gas emissions together with increased energy efficiency and encourages

renewable energy and waste management and pollution control measures (TNB Integrated Annual Report, 2022). Through continuous implementation of these environmental initiatives TNB works to minimize its pollution impact and achieves the national climate targets of Malaysia.

TNB needs to advance actively toward new environmental performance requirements as well as sustainability reporting regulations. TNB tracks environmental regulations besides implementing international sustainability standards along with offering full transparency about environmental performance outcomes (TNB, 2023). TNB reduces risks while maintaining an excellent reputation and licensing approval by having advanced knowledge about regulatory changes.

Strategies for risk management and investment decisions should include active prioritization of sustainability concerns. As part of its initiative TNB evaluates social and environmental effects of new projects while constructing risk assessments with climate-related factors and continues to guide sustainable procurement practices (TNB, 2023). Through strategic integration of sustainability initiatives TNB will build lasting operational strength and simultaneously generate benefits for investors alongside its stakeholder base. Through its ESG program TNB shows dedication to environmental stewardship and meets regulatory prerequisites while securing business sustainability for the future.

5.3.2 Strategic Partnership To Adopt Energy - Efficient And Green Technologies

TNB needs to partner strategically to fast track their implementation of energy-efficient and green technologies because this will optimize their sustainability results while helping Malaysia transition fully into clean energy. TNB achieves access to current innovative solutions along with specialized expertise by establishing partnerships between research facilities and technology vendors and key stakeholders

The integration of advanced energy-efficient technology becomes simpler when TNB develops strategic partnerships with technology providers. TNB joins forces with specialized firms handling the deployment of smart grid products together with renewable energy devices and energy storage systems. Through its external expertise, TNB accelerates technology deployment and achieves grid efficiency and reliable electricity supply (TNB Integrated Annual Report, 2020).

Through its partnerships with universities and research institutions TNB accesses the most recent information in energy science and development. The partnership leads to joint research work together with knowledge exchanges followed by technological advancements between the organizations. By working with researchers TNB continues advancing innovation through partnerships that detect emerging energy sector-transforming technologies according to TNB Integrated Annual Report 2020 data.

In addition to government agencies and international organizations TNB enters strategic partnerships through collaboration. The strategic partnership allows entities to access funding in addition to policy support along with green technology best practices and tools for energy efficiency improvement. TNB utilizes these stakeholders through which it collaborates to support national energy objectives and obtain global knowledge of sustainable power solutions (UN Global Compact, 2020). Through the formation of strategic partnerships TNB can speed up the adoption of energy-efficient and green technologies combined with innovative capabilities to make increased contributions to Malaysia's sustainable future.

5.4 WT Strategies

5.4.1 Develop A Comprehensive Risk Management Plan

The extensive risk management program of Tenaga Nasional Berhad aims to anticipate and characterize and reduce possible threats which affect operations along with financial outcomes and long-term business stability. This risk management document must adapt to emerging threats while retaining lessons from tactical experiences.

As an initial step business organizations need to create an effective risk identification system. TNB performs continuous assessments of both internal circumstances as well as external factors including economic trends, regulatory changes and technological advancements, climate shifts and geopolitical developments (TNB Integrated Annual Report, 2020). Strategic risk mitigation approaches must be well developed for critical reasons. TNB examines risk elimination alongside risk mitigation and risk shift as well as risk tolerance (TNB Integrated Annual Report, 2020). Strategies selected by TNB need to align with both the company's accepted risk level and its main organizational aims. By implementing these strategies companies must fund resilient infrastructure and establish backup plans together with diversifying operations and purchasing insurance protection.

Proper monitoring together with periodic reviews guarantee the quality of risk management plans. Evaluation of risk management strategies alongside fresh risk detections and plan revisions form key parts of the monitoring process. By establishing transparent communication paths with formal reporting channels organizations can share important information that allows them to perform effective timely actions.

5.4.2 Introduce Efficiency - Enhancing Technologies To Reduce Operational Costs

TNB needs to introduce efficiency-enhancing technologies because this will help reduce operational expenses and capture competitive benefits in the transforming energy marketplace and maintain future sustainability. TNB achieves operational optimization and increases productivity while expanding its service portfolio through technological advances Romero-Jordán et al. (2020).

Smart grid hardware systems significantly boost operational effectiveness at TNB. Through Advanced Metering Infrastructure (AMI) utilities can conduct real-time electricity consumption assessments to achieve enhanced demand control and decrease operational losses (International Energy Agency, 2020). Grid automation technologies optimize power distribution while enhancing system reliability which results in speeded outage restoration and improved customer safety and decreased downtime expenses. Strategic digital integration across TNB operations enables streamlined operations and enhanced productivity. DNB can improve asset management quality through data analysis and machine learning techniques that forecast equipment dangers and schedule maintenance for earlier prevention of downtime plus decreased maintenance expenses (World Bank, 2020). Automation of daily operations provides both higher operational efficiency and allows workers to tackle advanced tasks instead.

The combination of renewable energy innovation with storage systems decreases operational expenses while boosting ecological sustainability performance. Solar wind and hydro power investment by TNB will expand its energy portfolio with renewable resources while decreasing fossil fuel dependence to control energy prices and operational expenditures (International Renewable Energy Agency, 2020). Through energy storage solutions utility companies achieve better renewable energy management and increased grid stability. TNB maintains competitive positioning through enhanced operational efficiency when it integrates effective efficiency-enhancing technologies in the changing energy landscape. Through this proactive strategy TNB will deliver dependable affordable electricity services that advance Malaysia's path toward sustainable energy solutions.

6.0 CONCLUSION

Tenaga Nasional Berhad (TNB) Kuala Lipis values teamwork, good governance, employee wellness, and comprehensive training programs. However, they face staffing shortages, limited technological integration, heavy workloads, and customer complaints. Despite these challenges, TNB offers opportunities for advancement in career development, digital transformation, government incentives, and renewable energy transitions. They are also vulnerable to competition, economic fluctuations, natural disasters, and electricity theft. TNB Kuala Lipis can position itself for long-term success in the dynamic energy sector by effectively leveraging their strengths and opportunities while mitigating weaknesses and threats.

This can be accomplished through strategic initiatives such as optimizing customer relationship management systems, increasing renewable energy investments, strengthening mentorship programs, upgrading infrastructure, improving corporate sustainability, forming strategic alliances, developing comprehensive risk management plans, and implementing efficiency-enhancing technologies. Understanding these potential impacts allows TNB Kuala Lipis to develop and implement proactive strategies to maximize positive effects while mitigating negative ones. This will help the company's overall success, sustainability, and ability to provide dependable and affordable electricity to its customers.

My internship at Tenaga Nasional Berhad (TNB) has been an invaluable journey filled with learning, growth and practical experience. It has equipped me with essential skills and knowledge that will shape my future career. I am grateful for the opportunity to have worked alongside professionals and contribute to real-world projects. I am confident that the skills and knowledge gained during my internship will serve me well in my future endeavors and contribute to my professional success.

I am eager to apply my newfound expertise and make meaningful contributions to the field. I believe this experience has prepared me to face challenges and embrace opportunities with confidence. I am excited to embark on the next chapter of my professional journey, equipped with the valuable lessons and experiences gained during my internship. I hope to leverage my skills and knowledge to make a positive impact and contribute to the success of future organizations I am associated with.

I am filled with a sense of accomplishment and renewed enthusiasm as I transition from this internship to the next phase of my career. I am committed to continuous learning and professional development, seeking new challenges and opportunities to expand my horizons. I am optimistic about the future and eager to contribute my skills and knowledge to the ever-evolving energy industry. I am confident that my internship experience has laid a solid foundation for my future success, and I am excited to see what the future holds.

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8.0 APPENDICES













