



**TENAGA  
NASIONAL**

*Better. Brighter.*



MGT667



**TENAGA NASIONAL BERHAD (AYER KEROH MELAKA)**  
22nd September 2025 – 9th January 2026

BACHELOR OF BUSINESS IN FINANCE – BA272

**Prepared by :**  
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**Presented for :**

AZNIZA BINTI AHMAD ZAINI (Advisor)



UNIVERSITI  
TEKNOLOGI  
MARA

## EXECUTIVE SUMMARY

This report outlines the nature of the industrial training undertaken at Tenaga Nasional Berhad, Menara TNB Ayer Keroh Melaka, over a period of 16 weeks from 22nd September 2025 to 9th January 2026. The objective of this training was to meet the academic requirements while gaining practical exposure to a professional working environment within Malaysia's largest electricity utility company. This internship has helped me put theoretical knowledge acquired through academic studies into practice and understand real-world working practices, culture, and responsibilities.

During this period of training, I was attached to two departments, namely the State Retail Partner (SRP) Unit and the Billing Performance and Revenue Assurance (BPRA) Unit. These two units gave me a fair and balanced learning experience as I was exposed to both external and internal operations. In the SRP Unit, I was part of community engagement programmes such as Corporate Social Responsibility (CSR) programmes, Program Ceria ke Sekolah, and Program Celik Tenaga. My main task in this area was to assist and support these programmes. In the BPRA Unit, I acquired practical experience that relates to billing operations and revenue assurance processes. Some of my tasks involved the preparation of customer lists for Letters of Demand in Microsoft Excel, scanning and filing important billing documents, analyzing customer payment information and preparing approval forms for negotiations in Microsoft Word. I was also introduced to the application of enterprise software such as SAP Logon, which improved my knowledge of how billing information and customer data are handled in a large-scale utility company.

Overall, the industrial training helped me gain valuable technical knowledge, professional skills, and work experience, that significantly impacted my personal and professional growth. I acquired improved communication skills, teamwork, time management, and administrative skills. This training experience also has helped me prepare better for future employment and better understanding of professional standards and operational aspects of energy sector.

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## ACKNOWLEDGEMENT

I would like to extend my sincere expression and heartfelt thanks to Universiti Teknologi MARA (UiTM) for granting me the opportunity to undertake my industrial training with this organisation. The program has not only enabled me to put into practice the theoretical knowledge I acquired throughout my course of study, but also to gain valuable knowledge on how organisations operate within the country's largest electricity utility company.

I am grateful to my academic advisor, Puan Azniza binti Ahmad Zaini, for her invaluable guidance, encouragement, and assistance throughout my internship program. The valuable advice, supervision, and motivating words provided to me were very helpful in ensuring my success in fulfilling my assigned tasks and preparing this report with utmost professionalism and excellence.

I would like to take this opportunity to express my sincere appreciation to Tenaga Nasional Berhad Ayer Keroh Melaka, especially to all the staff members and supervisors from State Retail Partner Unit and other divisions where I had my training. The experience gained from being part of community engagement programmes, contributing to Corporate Social Responsibility programmes, and helping in administrative and billing tasks within the organization significantly contributed to my learning, development, and confidence in handling my responsibilities at the workplace.

Moreover, sincere appreciation to all my fellow interns from TNB for their companionship and cooperation throughout my training. Sharing experiences, knowledge, and working on tasks together made my learning experience more meaningful and enjoyable. Lastly, I would like to express my deepest appreciation to my family for their encouragement, support, and understanding throughout my journey. Their trust in my potential had been my source of strength to complete my industrial training successfully.



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A Bachelor of Business in Finance (Hons.) graduate with internship experience at Tenaga Nasional Berhad. I have hands-on experience in administrative work, customer coordination, and supporting daily office operations. I am eager to contribute to a team while continuing to learn and grow professionally.

- Bachelor of Business in Finance (Hons.)
- Current CGPA: 3.43

Oct 2023 - Jan 2026

University of Technology Mara (UTM), Bandaraya Melaka

- Diploma in Accounting Information System
- Dean list in Semester 1
- CGPA: 3.23

**Tenaga Nasional Berhad, Ayer Keroh**  
*Internship Trainee*  
Sept 2025 - Jan 2026

- Assisted in external programs, including Corporate Social Responsibility (CSR) initiatives.
- Supported program coordination and on-site activities.

Billing Performance & Revenue Assurance (BPRA) Unit

- Handled administrative tasks such as filing and document management.
- Assisted in customer discussions related to billing matters.
- Used Microsoft Excel and Microsoft Word for daily office tasks.

Secret Recipe Restaurant, Alor Gajah  
March 2022 - April 2022

- Assisted in food preparation, plating, and kitchen cleanliness to maintain high hygiene standards and ensure efficient kitchen operations.
- Provided friendly and prompt customer service, including taking orders, handling payments, and managing dine-in and takeaway experiences.
- Managed inventory and stock levels by monitoring supplies, assisting in stock replenishment, and ensuring proper storage to avoid shortages or wastage.

## PROJECT ACTIVITIES

### Financial Statement Analysis (FIN658) Event

*Decoding Financial Data: Analysing for Strategic Decision Project*

- Appointed as Multimedia Committee Member, responsible for designing visual materials, managing technical setup, and ensuring smooth multimedia operations throughout the event.
- Selected as a finalist in a group presentation competition focusing on the analysis of financial data for Transportation and Logistics companies.

### Industrial Talk Event

*Technical Analysis of the Financial Market*

- Assisted in organizing the talk on technical analysis and trading strategies delivered by a remisier from CGS International.
- Served as the Assistant Secretary of the program, responsible for executing assigned duties effectively.
- Managed all pre and post-event documentation, including official reports and tentative program.

### SULAM - University for Society

*SMK Tun Haji Abdul Malek, Melaka*

*Project: Personal Financial Planning*

- Carrying out a SULAM community project involving Form 4 accounting students.
- Conducted interactive activities focused on financial planning to enhance students' understanding of effective money management.
- Fostered teamwork and communication for participating students through group activities designed to solve financial scenarios collaboratively.

## ADDITIONAL INFORMATION

### Languages:

- Fluent in Malay
- Intermediate in English

### Technical skills:

- Microsoft Word (Advanced)
- Microsoft Excel (Intermediate)
- Canva and Power Point (Intermediate)
- Tableau (Intermediate)

## REFERENCE

### AZNIZA BINTI AHMAD ZAINI

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2.0 COMPANY'S PROFILE

2.1 Company's Name, Location and Background



Figure 1: Tenaga Nasional Berhad Logo

Tenaga Nasional Berhad (TNB) is Malaysia's largest electricity utility company and an important player in the energy sector in Malaysia. The organisation was formed in 1949 as Central Electricity Board. Since then, it has undergone major changes over the years until it was later corporatised as Tenaga Nasional Berhad in 1990. The main role of TNB is to generate, transmit, and distribute electricity to consumers in Peninsular Malaysia, Sabah, and Labuan. TNB plays an important role in supporting Malaysia's economic growth by providing a stable, reliable, and sustainable supply of electricity to consumers in Malaysia.



Figure 2: Menara TNB Melaka

My internship took place at Tenaga Nasional Berhad, located in Menara TNB Melaka, Jalan MITC, Hang Tuah Jaya, 75450 Ayer Keroh, Melaka. This is one of the regional operational offices of TNB in the state of Melaka. This particular office is strategically located within the area of the Melaka International Trade Centre (MITC). This allows the company to effectively coordinate various activities with all the concerned stakeholders, such as customers, the government, and businesses, while ensuring the effective execution of the daily operational activities of the company.

In line with the corporate vision of the company, TNB aims to provide sustainable energy solutions to the people of Malaysia while embracing the concept of digital transformation and innovation. The company is always focused on improving the quality of service, operational efficiency, and customer satisfaction. Through various initiatives on renewable energy, smart technology, and workforce development, TNB aims to contribute to a cleaner and sustainable energy future for Malaysia while continuing to be a trusted national utility player.

## **2.2 Company's Vision, Mission, Objective and Goal**

The vision statement of Tenaga Nasional Berhad is to be a leading and sustainable energy solutions provider in the region. This is a reflection of the company's long-term commitment to delivering electricity to its customers while embracing innovation, digitalisation, and sustainability. TNB is seeking to strike a balance between delivering excellence in operations and delivering responsible energy solutions that contribute to national development while meeting the evolving needs of its customers.

The mission statement of Tenaga Nasional Berhad is to provide safe, reliable, and efficient electricity services while adding value to its stakeholders. The company is seeking to improve customer satisfaction by continuously improving service quality, efficiency, and technology. At the same time, TNB is seeking to develop its people and organisational culture that values integrity, professionalism, and accountability.

In line with its vision and mission, the objectives and goals of Tenaga Nasional Berhad include ensuring the uninterrupted supply of electricity, promoting the transition to renewable and clean forms of energy, and enhancing the sustainability of operations. Another objective is to strengthen customer engagement, maximize cost efficiency, and ensure a positive contribution to environmental and social development. In pursuing these goals, TNB is able to retain its position as the primary electricity provider in Malaysia, as well as support the long-term agenda for energy security and sustainability in the country.

## **2.3 Products or Services**

### **2.3.1 Electricity Generation, Transmission, and Distribution**

The main service provided by Tenaga Nasional Berhad is the generation, transmission, and distribution of electricity. The company has an integrated network of power stations, substations, and distribution networks to provide a constant supply of electricity to its consumers. By having a strong and well-managed network, TNB is playing a vital role in the economic development of Malaysia and the functioning of its businesses and citizens. Providing a constant supply of electricity also requires constant monitoring and quick action in the event of an outage, which shows that TNB is dedicated to excellence in its operations.

### **2.3.2 Customer Services**

TNB provides its customers with a wide variety of services that are customer-focused and are meant to promote convenience and satisfaction among its customers. The services offered by TNB include the provision of new electricity connection services, disconnection services, billing services, payment services, maintenance services, as well as educating customers on how to use electricity in the safe way. By providing its customers with such services, TNB not only ensures its smooth interaction with customers but also helps to build trust and transparency with its customers, thus ensuring its reputation and long-term relationships with its customers and other stakeholders.

### **2.3.3 Smart and Digital Energy Solutions**

Following this global trend towards digitalisation, TNB offers smart metering solutions to customers, which help customers monitor and manage their consumption patterns in real-time. This helps customers to track their consumption patterns, identify anomalies, and develop the habit of conserving energy. By leveraging technology to offer services, TNB helps customers to manage their expenses on energy and, at the same time, promotes a responsible approach towards the environment.

### **2.3.4 Renewable Energy and Sustainable Initiatives**

TNB has over time invested in renewable energy projects and technologies for a greener tomorrow for Malaysia. This ranges from investments in solar power plant construction, solar power storage technologies, and other clean technologies for a cleaner environment. This shows TNB's diversification in its efforts to contribute to a greener tomorrow for Malaysia while at the same time being responsible corporate citizens. This is an important factor that reflects the forward-thinking approach of the company in providing services that are beneficial to both the country and the community.

## 2.4 Organizational Structure

### 2.4.1 Organizational Structure of Tenaga Nasional Berhad (Headquarters Level)

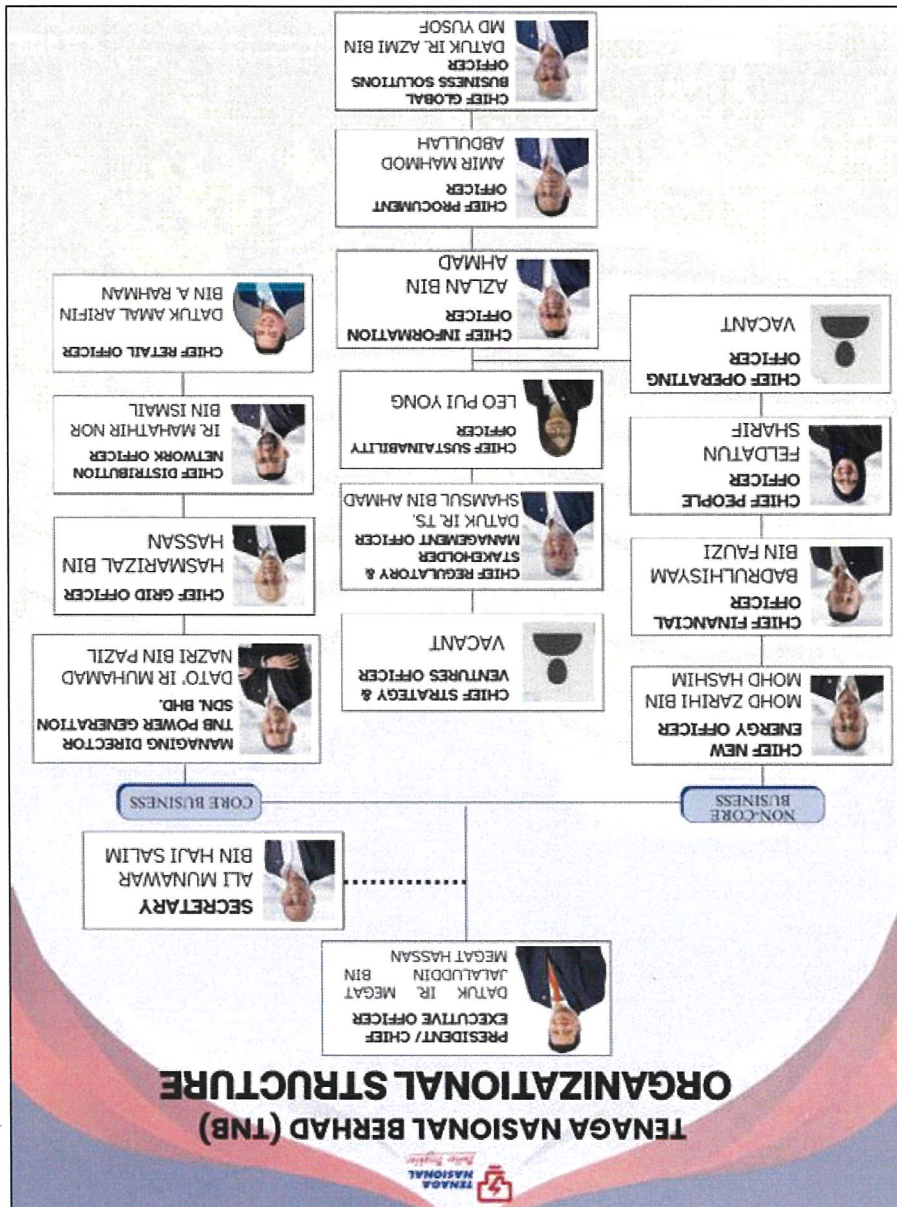


Figure 3: Headquarters-Level Organizational Structure of Tenaga Nasional Berhad Malaysia

The organisational structure at the headquarters level of Tenaga Nasional Berhad is aimed at ensuring the smooth management and decision-making process within the organisation. At the top of the organisational structure is the Board of Directors, followed by the President and Chief Executive Officer, who is in charge of the overall leadership of the company. At the next level, the company is divided into several major divisions, including the generation, transmission, distribution, retail, finance, and the human resource division. This structure is aimed at helping the company manage its operations efficiently at the national level.

## 2.4.2 Organizational Structure of Retail & Stakeholders Department (TNB Ayer Keroh)

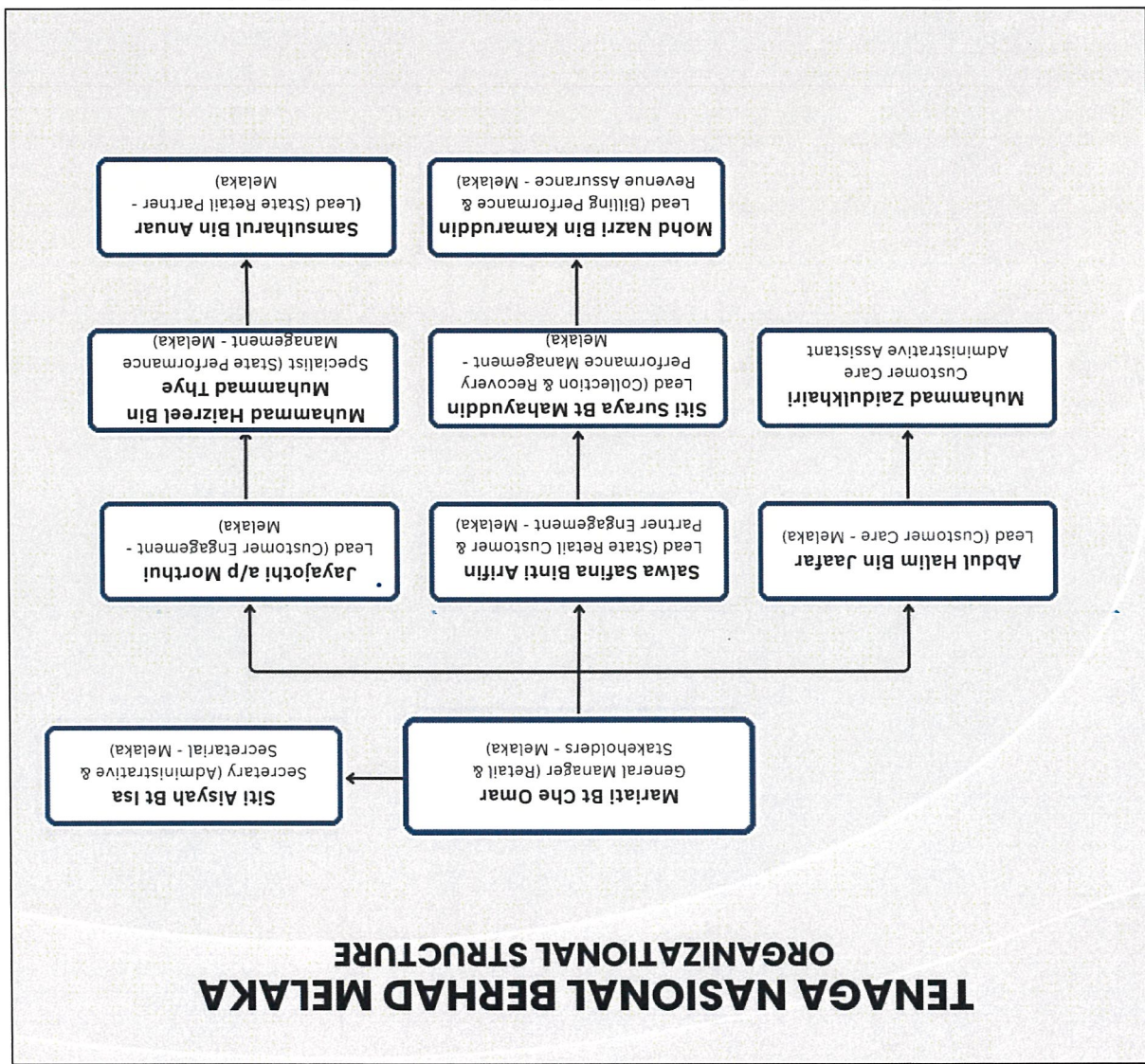


Figure 4 : Tenaga Nasional Berhad Melaka Organizational Structure  
(Retail & Stakeholders Department)

The organisational structure of the Retail and Stakeholders Department at Tenaga Nasional Berhad Ayer Keroh is established to facilitate the daily operations and activities relating to customers at the state level. The department is headed by a manager, followed by a series of leaders who head the various functions within the department, including the State Retail Partner, billing, revenue assurance, and customer services. The departmental functions are carried out by the officers and supporting staff within the department, enabling the smooth flow of activities and serving the customers in an organised manner.

### 3.0 TRAINING'S REFLECTION

#### 3.1 Training Duration

The training process took place over a period of 16 weeks, starting on the 22nd of September 2025 and ending on the 9th of January 2026. This gave me adequate time to continuously learn and gain exposure to a professional working environment. During this period, I was also able to gain valuable hands-on experience in applying academic knowledge in a working environment with Tenaga Nasional Berhad.

The working days during the training process took place between Monday to Friday every week. The working hours were between 8 a.m. to 5:15 p.m. on a Monday to a Thursday, while on Fridays, the working hours were between 8 a.m. to 5 p.m. This helped me to become disciplined, manage my time effectively, and become a professional by fulfilling my daily tasks during the industrial training process. Having a daily routine helped me to become responsible during the training process.

#### 3.2 Training Details

In the process of undergoing the industrial training, I was attached to two main departments, namely the State Retail Partner (SRP) Unit and the Billing Performance and Revenue Assurance (BPRA) Unit. These departmental training sessions offered me a good balance of exposure to both external customer engagement activities as well as internal operations within the Tenaga Nasional Berhad organization. Through these training sessions, I was able to get a deeper understanding of the collaboration of different units within the organization in meeting the organizational goals.

In the State Retail Partner (SRP) Unit, I was involved in several external programs and community engagement activities organized by the company. These programs include the Corporate Social Responsibility (CSR) programs, Program Ceria ke Sekolah, which is aimed at assisting underprivileged students, and Program Celik Tenaga, which is aimed at increasing community awareness about electricity usage. Through these activities, I gained deeper insights into the planning and implementation of these programs, as well as the role of the company in promoting social responsibility within the community, especially concerning electricity usage.

In the Billing Performance and Revenue Assurance (BPRA) Unit, I was mainly engaged in office work, which involved activities associated with billing and revenue management. I was exposed to the process of electricity billing and documentation, which helped me understand the importance of accurate billing in the context of revenue assurance. My key responsibilities included generating a list of customers for Letters of Demand (LOD) using Microsoft Excel, scanning and filing LOD documents for easy record-keeping, and checking the payment information of customers to identify whether the payment is in full or instalments. I also generated negotiation approval forms using Microsoft Word, which were attached to the completed negotiation documents of the customers for audit purposes.

### 3.3 Training Gains

During the period of my industrial training, I received both extrinsic and intrinsic benefits, which helped me grow both personally and professionally. Considering the extrinsic benefits, I received a monthly allowance of RM600, which helped me cover my daily expenses during the training period. Most importantly, I received the benefit of exposure to a large utility organisation, which helped me experience a corporate work environment, work schedules of professionals, and procedures of a workplace.

From an intrinsic point of view, this training has greatly helped me improve my knowledge, skills, and experience. I have acquired hands-on experience in working with enterprise systems such as SAP Logon, especially in relation to billing operations and revenue assurance processes in the BPRA Unit. Moreover, my role in customer engagement and community programs in the SRP Unit has helped me improve my skills in terms of teamwork and organization. Furthermore, I have acquired skills in data management using Microsoft Excel and Microsoft Word in terms of preparing documents. Overall, this industrial training has helped me prepare for my future and has given me a sense of understanding about the operations of various organizations in the real world.

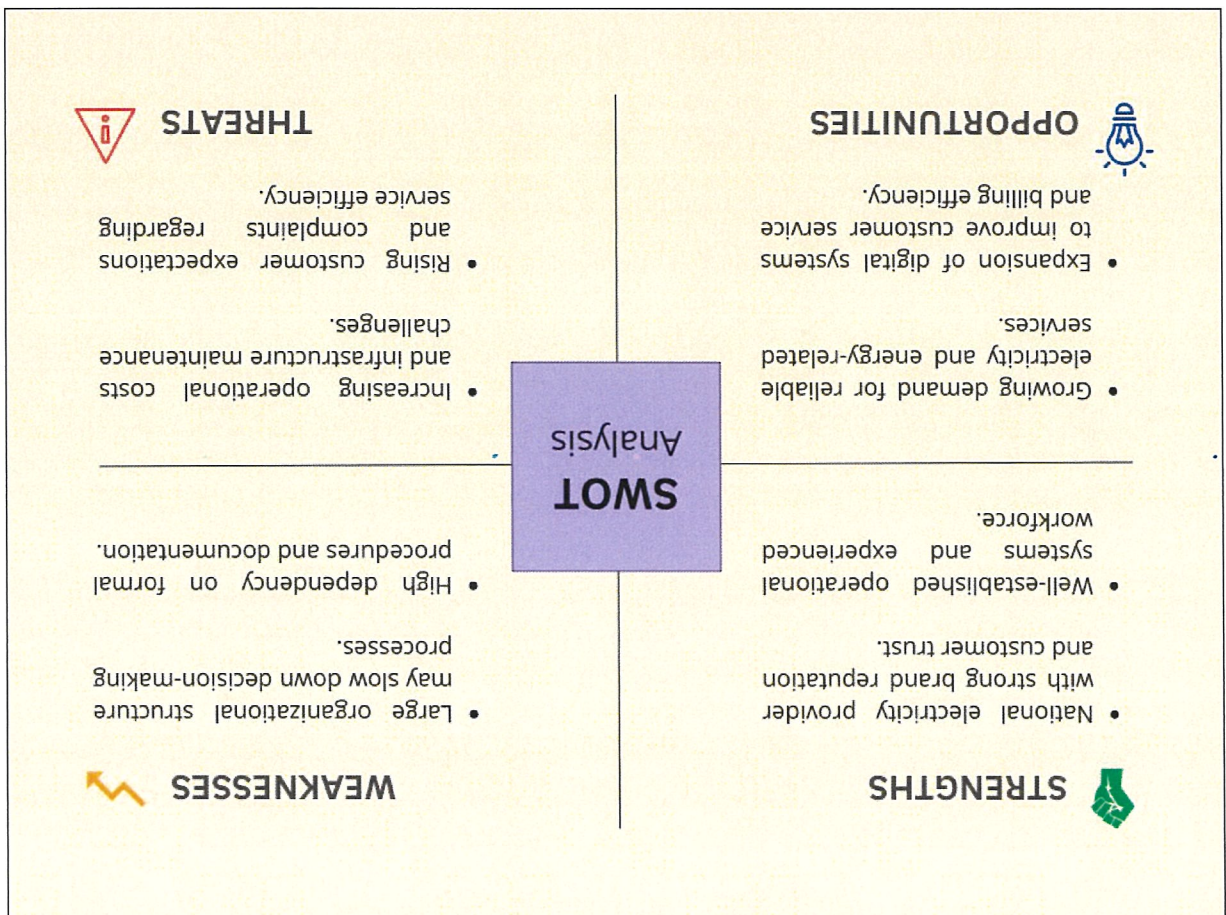


Figure 5: Swot Analysis Chart

## 5.0 DISCUSSION AND RECOMMENDATION

### 5.1 STRENGTHS

#### 5.1.1 National electricity provider with strong brand reputation and customer trust

##### Discussion:

Tenaga Nasional Berhad (TNB) has been able to win the trust of its customers by providing quality service and engaging effectively with them, especially through digital channels. Research on the mobile application "myTNB" found that service quality, system reliability, and trust play an important role in creating customer satisfaction, which positively impacts the corporate reputation of TNB. The fact that electricity is an essential service means that customers depend on TNB for their daily activities, including operations. This, therefore, creates long-term dependence on TNB, which boosts customer trust and enhance the company's position as a trusted national electricity services provider. A good reputation can therefore ensure stakeholder trust, lower change resistance, and sustain customer demand even when faced with operations challenges. (Azmi et al., 2023)

##### Recommendation:

To maintain this strength, TNB must continue to enhance customer-focused online services and keep track of customer satisfaction levels. Research shows that trust and service excellence are key factors in influencing customer perceptions, especially through online channels such as the myTNB app (Azmi et al., 2023). Thus, improving the usability of the app, reducing response times, and incorporating customer feedback mechanisms can help to further enhance trust. TNB can also partner with research institutions to conduct regular customer satisfaction studies to ensure that continuous improvements are made based on research results. Public confidence and brand credibility will thus be further enhanced. (Azmi et al., 2023)

#### 5.1.2 Well-established operational systems and experienced workforce

##### Discussion:

TNB's well-structured operational system and its employees' expertise play a vital role in ensuring the reliability of electricity services to Malaysia's population. Studies have been conducted to examine the operations of electricity utility companies in Malaysia, and it is evident that a well-structured system and stakeholder-oriented practices are beneficial to the success of any organisation (Zulkifli et al., 2023). A structured system and the expertise of the employees enable TNB to operate its complex infrastructure with minimal service disruptions, ensuring continuity of operations, which is essential for the growth of industries and the

To facilitate quicker decision-making, TNB should consider delegating power and adopting a more decentralized approach to decision-making. Research has revealed that middle management can be empowered to improve response rates and flexibility (Yordanova, 2025). TNB should consider setting boundaries for decision-making, allowing managers to make decisions on non-critical issues while delegating more strategic decisions to top management. Training can also be provided to improve the decision-making capabilities of managers. In addition, the formation of cross-functional teams for project assessments can help eliminate

### **Recommendation:**

Large-scale organisations with hierarchical structures may experience slow decision-making processes, which require several levels of management approval. This may impair the organisation's capacity to quickly adapt to changes in the market and new challenges. Research indicates that overly bureaucratic processes may delay strategic responsiveness and organisational agility, especially in fast-paced environments (Bonsu, 2024). In the case of TNB, slow decision-making may impact the organisation's ability to make timely investments in new energy innovations or respond to disruptions. Slow decision-making may also reduce employee motivation and innovation, as employees are less likely to have the autonomy to address common problems on their own (Bonsu, 2024).

### **Discussion:**

## **5.2 WEAKNESSES**

### **5.2.1 Large organizational structure may slow down decision-making processes**

In order to sustain and increase its operational strength, TNB can focus on workforce and system development. Research indicated that aligning operational practices with stakeholders and sustainability expectations can enhance organisational resilience (Zulkifli et al., 2023). TNB can introduce training sessions on new technology, such as smart grids and renewable energy systems, to keep the workforce updated. In addition, TNB can also introduce knowledge management and mentoring systems to retain the existing knowledge. By improving human and system capabilities, TNB can increase its efficiency and remain competitive in the energy sector. (Zulkifli et al., 2023)

### **Recommendation:**

population at large. Having well-trained employees is also beneficial to ensuring the reliability of service operations, making TNB a dependable organisation in providing electricity services to Malaysia's population. (Zulkifli et al., 2023)

The demand for electricity is always increasing with the growth of the economy, urbanization, and the expansion of energy-intensive sectors like data centers and manufacturing industries. Research indicates that the increasing demand for electricity is highly correlated with economic growth and digitalization, especially in developing countries (Sadorsky, 2021). This is also true for TNB, as evidenced by the increasing demand for electricity and the need to support national infrastructure and growth. For the business, increasing demand for electricity

#### **Discussion:**

### **5.3 OPPORTUNITIES**

#### **5.3.1 Growing demand for reliable electricity and energy-related services**

To minimize excessive formalisation, TNB needs to optimise their processes. It is suggested that the use of flexible guidelines instead of formalised processes can have a positive effect on the motivation and flexibility of employees (Skorková, 2025). TNB needs to optimise their processes by eliminating unnecessary steps and allowing employees to use their own judgment within defined boundaries. This would help TNB in the development of a flexible operating framework, which would motivate employees and help them feel more confident about working independently. This would help TNB to become more responsive and foster a more innovative and adaptive work culture (Skorková, 2025).

#### **Recommendation:**

Organisations that have high formalisation may heavily depend on rules and procedures, which can act as a barrier to flexibility and employee initiative. Research has shown that organisations which heavily depend on formal procedures may be missing out on creativity and may be slow to respond to unexpected situations, as they may be waiting for procedures to be followed (Skorková, 2025). At TNB, formal procedures play an important role in maintaining safety, compliance, and accountability. However, if an organisation heavily depends on formal procedures, it may be bureaucratic, which may affect its adaptability to new technology and customer needs, thereby increasing the time taken to process information, which may affect the efficiency of the organisation and the employees' ability to contribute creative ideas (Skorková, 2025).

#### **Discussion:**

### **5.2.2 High dependency on formal procedures and documentation**

delays. These decisions will enable TNB to strike an appropriate balance between governance and flexibility (Yordanova, 2025).

presents a chance for growth and market stability. As a monopoly player, TNB is positioned to benefit from the increasing dependence on electricity, thus becoming a vital driver of national development and growth. (Sadorsky, 2021)

#### **Recommendation:**

In order to fully capitalize on the increasing demand for electricity, TNB must focus on capacity enhancement, smart grid development, and other energy-related services. According to research, forward-looking investments in infrastructure can enhance the reliability of services and contribute to the sustainable growth of electricity markets (Sadorsky, 2021). TNB can also consider other value-added services like energy management systems for industrial and commercial sectors. In this way, TNB can minimize disruptions in electricity supply and become more efficient in its operations. The possible benefits include enhanced revenue, improved customer confidence, and increased competitiveness in facilitating the economic development of Malaysia. Strategic planning will enable TNB to fully capitalize on this opportunity. (Sadorsky, 2021)

### **5.3.2 Expansion of digital systems to improve customer service and billing efficiency**

#### **Discussion:**

Digitalisation offers a great opportunity for utility companies to enhance the efficiency of service provision and customers satisfaction. Studies have revealed that digitalisation, through mobile applications, automated billing, and data analysis, improves service quality and reduces costs for energy service providers (Kitsios & Kamariotou, 2023). This is evidenced with TNB, where the company utilises digital platforms to provide services to customers, including online billing and applications for customer services. For the business, digitalisation offers numerous opportunities for improving the efficiency of its services, including billing and responding to customers' queries. Digitalisation also enhances customers' trust and satisfaction, a crucial factor for maintaining a positive public perception for a service-oriented utility company. (Kitsios & Kamariotou, 2023)

#### **Recommendation:**

In order to capitalise on this digitalisation trend, TNB should further develop its digital services and leverage the power of technologies like data analytics and automation. Research indicates that organizations that strategically invest in digital transformation are able to achieve greater efficiency and better customer experience (Kitsios & Kamariotou, 2023). TNB can further develop self-service options, enhance system integration between different departments, and leverage data analytics to enable personalized customer communication. This would enable TNB to achieve lower operational costs, greater billing accuracy, and faster

resolution of customer services. The potential benefits of this approach include increased customer satisfaction, greater efficiency, and greater organizational agility to respond to future technological and market shifts. (Kitsios & Kamariotou, 2023)

## **5.4 THREATS**

### **5.4.1 Increasing operational costs and infrastructure maintenance challenges**

#### **Discussion:**

Increasing operational and maintenance expenses are a major threat to electricity utility companies because of aging infrastructure, fuel price volatility, and more strict regulatory standards. Research indicates that power utility companies are increasingly under financial stress due to rising maintenance expenses and the need to upgrade the transmission and distribution infrastructure (Jamash & Pollitt, 2021). In the case of TNB, this threat is apparent in the ongoing improvement of the infrastructure and the need to ensure a stable electricity supply to a vast customer base. Increasing operational expenses could impact the bottom line and limit the ability to invest in innovation and service improvements. This could have a negative impact on pricing and financial viability, increasing the pressure on operational performance (Jamash & Pollitt, 2021).

#### **Recommendation:**

In order to manage the threat of increased operational costs, TNB should concentrate on mitigating the threat rather than trying to prevent it, as maintaining infrastructure is inevitable for utility companies. According to research, predictive maintenance technology can assist in reducing costs in the long run by preventing major breakdowns (Jamash & Pollitt, 2021). TNB can invest in technology that can monitor and identify future breakdowns. On the other hand, TNB can also outsource some of its non-core maintenance activities to specialized companies, which can assist in managing costs while maintaining the quality of services. By improving its internal efficiencies and transferring some of the risks, TNB can manage its costs while ensuring the quality of its infrastructure (Jamash & Pollitt, 2021).

### **5.4.2 Rising customer expectations and complaints regarding service efficiency**

#### **Discussion:**

The expectations of customers for fast, transparent, and efficient service have risen considerably with the increase of digitalization and the service standards of other sectors. Studies show that customers have begun to expect utility companies to provide fast responses, little service disruption, and good complaint resolution (Hassan, Shiu, & Parry, 2022). This threat is seen at TNB through customer feedback systems and the increasing adoption of

digital communication channels for customer service interactions. If these demands are not fulfilled, it could lead to customer dissatisfaction and increased regulatory scrutiny. While customers have limited options, their persistent dissatisfaction could erode public confidence and put further pressure on TNB to explain their service delivery and pricing practices (Hassan et al., 2022).

#### **Recommendation:**

In order to manage the rising customer expectations, TNB can take ownership of service quality and reduce the risk of customer dissatisfaction. Research indicates that customer relationship management systems and digital responsiveness can enhance customers' perceptions of service efficiency (Hassan et al., 2022). In this case, TNB can improve customer services by shortening customer responses and providing customers with digital self-service options and customer service staff with customer communication skills. Moreover, analyzing customer complaints can also provide a platform for improving services. By addressing customer dissatisfaction and informing customers about service improvements, TNB can utilize rising customer expectations as a means of improving service quality and protect customer trust and reputation (Hassan et al., 2022).

## 6.0 CONCLUSION

In conclusion, the industrial training experience at Tenaga Nasional Berhad (TNB) was an invaluable learning experience that enabled me to apply the knowledge I acquired throughout my academic career to real life scenarios. Throughout the 16 weeks of industrial training, I was able to learn about actual working scenarios and company operations, which helped me to have a better understanding of how a large utility company operates.

During the industrial training, I was attached to the State Retail Partner (SRP) Unit and the Billing Performance and Revenue Assurance (BPRA) Unit. From the various experiences I gained through CSR programmes and community engagement programmes, I was able to learn about how companies operate within society. In addition, I was able to learn about the operations of the company through the exposure I gained about billing, documentation, and revenue assurance.

Overall, this industrial training has contributed significantly to my personal and professional development. For example, I have enhanced my technical skills through the usage of enterprise systems such as SAP Logon and administrative skills through the usage of Microsoft Office applications. Moreover, this industrial training has helped me to develop essential soft skills such as communication, teamwork, time management, and flexibility. The experience gained from this industrial training has prepared me to face the challenges of the future with confidence and professionalism.

## REFERENCES

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APPENDICES

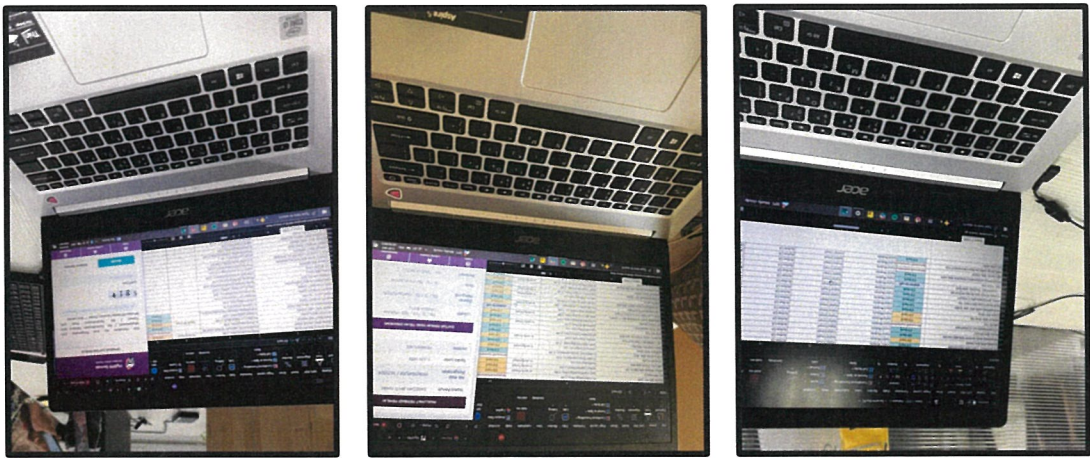


Figure 6a: Performed data quality and cleansing tasks



Figure 6b : Visited the site for the construction of *Rumah Mesra Rakyat* under CSR programme.

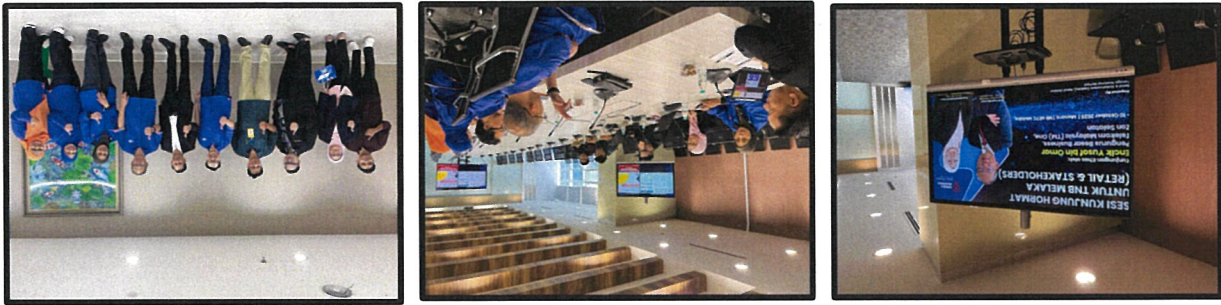


Figure 6c : Participated in a Courtesy Visit Session between TNB Melaka and Telekom Malaysia.

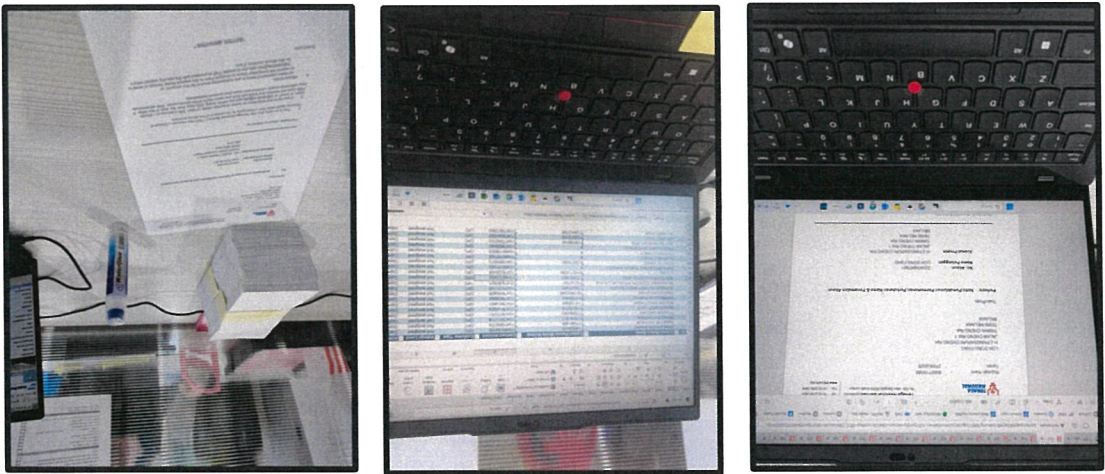


Figure 6d : Prepared notices for change of tenancy applications and account termination before being posted to customers

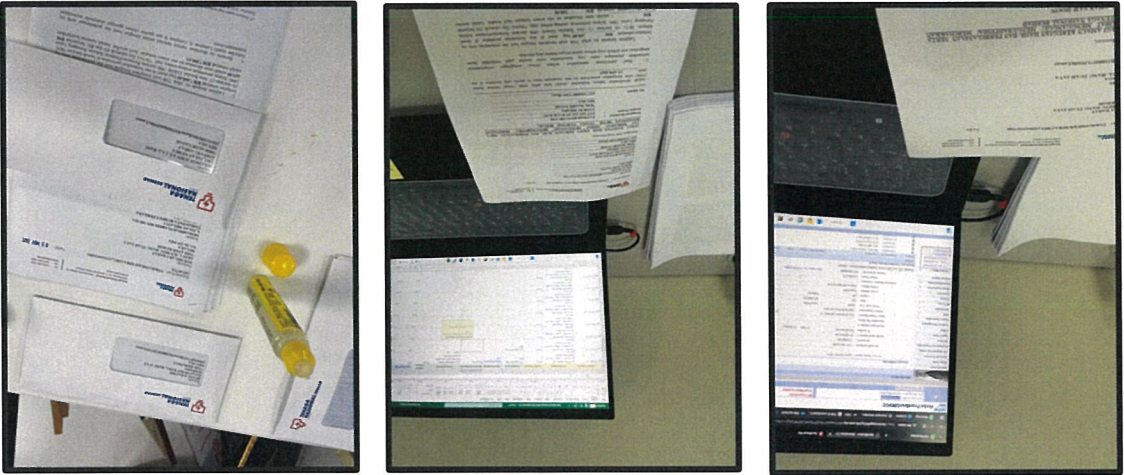


Figure 6e : Compiled customer lists for Letters of Demand (LOD) in Microsoft Excel and printed the LOD for posting



Figure 6f : Scanned Letters of Demand (LOD) and carried out proper filing for future reference.

Figure 6i : Delivered a talk to primary school students about proper and efficient energy usage



Figure 6h : Completed negotiation approval forms for customers who had successfully concluded negotiations

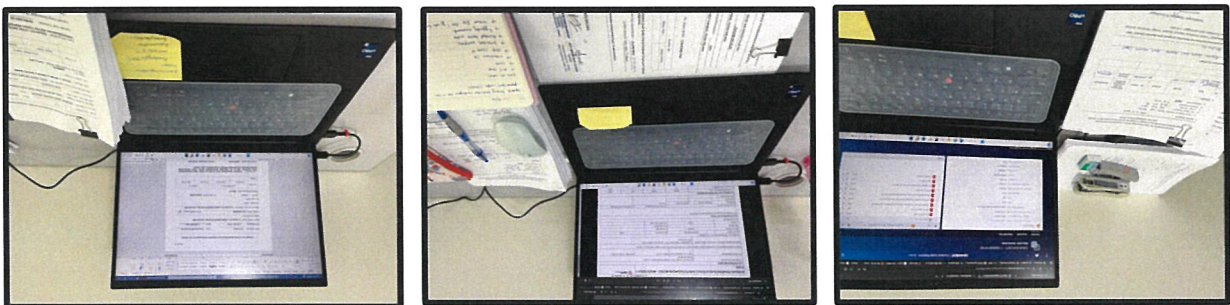


Figure 6g : Checked customer payment status, whether full payment or instalment, using Microsoft Excel and SAP Logon

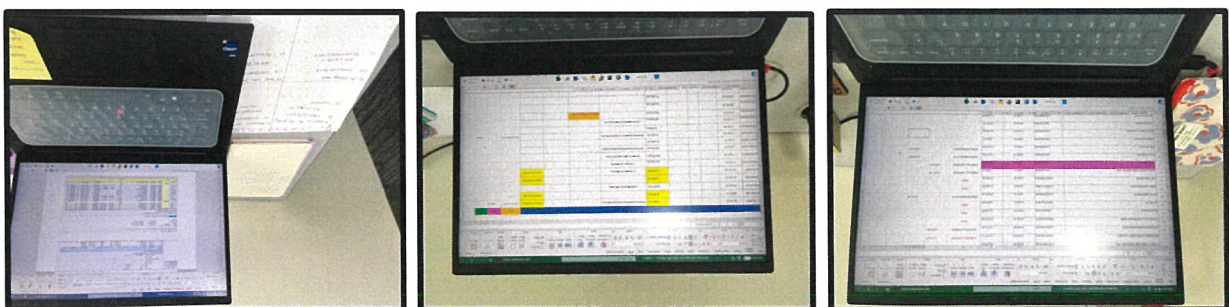




Figure 6j : Participated in a fire drill activity



Figure 6k : Participated in the Program CERIA ke Sekolah, where students received contributions of school supplies from TNB



Figure 6I : Participated in the handover ceremony of a funeral van as part of a CSR programme



Figure 6m : Celebrated my farewell ceremony during the final week of my industrial training at TNB

SURAT KEBENARAN

Tarikh : 30/1/2026

Kepada :

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

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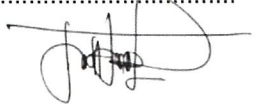
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| Tajuk Laporan | Internship Final Report      |
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Cop Jabatan/organisasi:

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