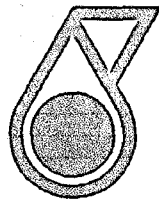




UNIVERSITI
TEKNOLOGI
MARA



PETRONAS

COMPANY ANALYSIS NORLIN PETROL & SERVICES

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

FACULTY & PROGRAMME	: HEALTH SCIENCES / BACHELOR IN MEDICAL IMAGING
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PROJECT TITLE	: PETROL PAYMENT MECHANISM
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1. INTRODUCTION

1.1 Background of The Study

Years before, petrol station is the place where people refuel their car and purchase others type of lubricant oil. The time has changed. Nowadays, petrol station acts as aone stop center, not only selling fuel but also other services such as food & beverages, ATM, utilities bill payments and more. All these new services had attracted more people to come to the petrol station. Due to these, the workload to the cashier at the petrol station's counter had increased. The cashier had to entertain other services besides fuel purchase transaction.

1.2 Problem Statement

Currently, Petronas Station Indera Mahkota organized by Norlin Petrol & Services Sdn. Bhd. had provides services for food & beverages, ATM, utilities bill payment, top-up reload, Touch & Go reload and more. Most of these services are done over the counter. Due to this, the customer who come for refueling their vehicle need to que with other customer and wait longer as the purchasing of fuel also need to be made over the counter.

1.3 Purpose of The Study

The purpose of this study is to analyze the convenience way of petrol payment mechanism for customer satisfaction.

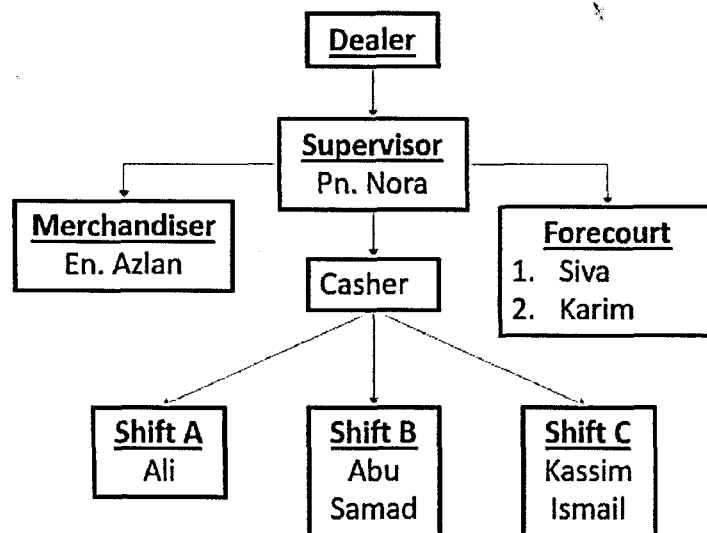
2. COMPANY INFORMATION

2.1 Background

Petroleum Nasional Berhad also known as PETRONAS was founded on 17 August 1974. PETRONAS is biggest oil and gas company in Malaysia owned by the Government itself. In 2013, Petronas is listed among Fortune Global 500's as the 75th largest company and 12th most profitable company in the world by Fortune Global 500. Petronas had opened their petrol stations around the country.

Norlin Petrol & Services Sdn. Bhd is a one of the Petronas petrol station. They started this business in 2002. It is located at PT33423, Jalan Persiaran Sultan Abu Bakar, Bandar Indera Mahkota, 25200 Kuantan, Pahang Malaysia. Started with only few workers and only fuel and lubricant oil services, Norlin Petrol & Services had expanded their business by provides more services.

2.2 Organizational Structure



2.3 Products/Services

- Petrol & Diesel
- Telco airtime
- Touch & Go
- Food & beverages
- Automatic Transaction Machine (ATM)
- Cash Deposit Machine (CDM)

2.4 Technology

- 24-hours CCTV surveillance
- Self-service petrol dispenser

2.5 Business, marketing, operational strategy

- 24-hours petrol pump operation
- Selected food & beverages discount
- Loyalty customer point redemption
- Monthly lucky draw with minimal purchase of petrol