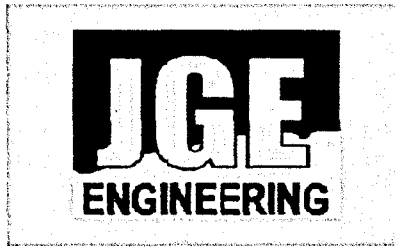




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# COMPANY ANALYSIS

## JGE ENGINEERING SDN. BHD.

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

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## **EXECUTIVE SUMMARY**

JGE Engineering Sdn Bhd focusing on providing engineering services, valve, instrumentation solutions and process control system towards cleaner environment and better future. Established on 2010, JGE Engineering Sdn Bhd begin their business as supplier for valve and instrumentation. After years of experiences, this company widen their skills by offering turnkey engineering solution for clients from various industries. JGE Engineering was endorsed by Department of Environment (DOE) as CEMS consultant which giving them the opportunities to provide turnkey solution to CEMS application ranging from Power Plant, Chemical Plant, and Refineries to Waste Incinerator. Despite of small company, they are committed in delivering their services to meet their clients' needs.

# 1. INTRODUCTION

## 1.1. BACKGROUND OF THE STUDY

The needs of emission monitoring services are expanding as many companies in industrial area are required to ensure that the emission done by their companies or factories are complied with the emission standard. Emission standards for stationary sources are as prescribed in the Environmental Quality Act (EQA), 1974 under the Environmental Quality (Clean Air) Regulations 1978 and its subsequent revisions. Besides, the companies also need to ensure that the emission release from their factory comply with the Department of Environment (DOE) standard. The compliance of emission standard is crucial as it is important in reducing occurrence of air pollution and maintaining the quality of air. Thus, providing a better environment for the people. A company which provides engineering services and as Continuous Emission Monitoring System (CEMS) consultant for clients from various industries has stiff competition which requires the company to improve their performance continuously as to ensure that they met the customer needs.

## 1.2. PROBLEM STATEMENTS

The JGE Engineering Sdn Bhd provides similar product or services as many other established companies. Eventhough they have well established product but as the company is not well recognized in the industrial area, the firm have issue in gaining its customer. Lack of marketing skills led the firm to fall behind in the sector.

## 1.3. PURPOSE OF STUDY

The purpose of the study to evaluate the problem faced by the company in delivering their services and to meet their customer needs. Then, identify the innovation which can enhance the performance of the company and overcome their problem.

## 2. COMPANY INFORMATION

### 2.1. BACKGROUND

JGE Engineering Sdn Bhd has been expanding its engineering services on emission monitoring since its establishment in 2010. JGE Engineering Sdn. Bhd. is a company which focuses on providing engineering services, valve, instrumentation solutions and process control system. The company is totally committed in fulfilling clients need with customized solutions, product and services at highest standard and quality. Founded on 2010, JGE Engineering Sdn. Bhd. has started as valve and instrumentation supplier. The company has capabilities to offer turnkey engineering solutions. JGE Engineering was proudly endorsed by Jabatan Alam Sekitar (DOE) as CEMS consultant with capability to offer gas, dust and opacity monitoring for clients from various industries.

Since 2016, JGE Engineering works exclusively with Dr, Fodisch AG from Germany, a leading manufacturer of Emission Monitoring Equipment with TÜV (Technischer Überwachungsverein), a German safety monitoring agency & Monitoring Certification Scheme (MCertS) compliances. JGE Engineering Sdn, Bhd. is determined to assist clients in complying with Department of Environmental (DOE) requirements for Continuous Emission Monitoring System (CEMS). The company is completely sincere, enthusiastic and wholeheartedly committed to delivering solutions tailored to client's requirement. For each project, they work carefully to stay within budget while providing maximum value for their client's needs.